

media

prima

A WORLD OF

CARE >> COMMITMENT >> COMMUNITY



SUSTAINABILITY REPORT
2010



our approach to reporting

THIS IS THE SECOND SUSTAINABILITY REPORT PRODUCED BY MEDIA PRIMA BERHAD (MEDIA PRIMA) WHICH COVERS ITS RESPONSIBILITIES TO ITS STAKEHOLDERS AND THE CONTRIBUTIONS IT HAS MADE TO SUSTAINABLE DEVELOPMENT.

ABOUT THIS REPORT

- Media Prima commissioned comprehensive stakeholder analysis and materiality tests to identify and highlight major areas of interest to its stakeholders and develop an approach to these issues.
- This Report is consistent with our Annual Report and previous Sustainability Report. It continues to feature Disclosures on Management Approach (DMA) to provide information on the nature of our business in each area of the GRI guidelines. Our strategies, achievements and future plans for sustainability management are all aligned with these guidelines particularly 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 providing 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 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 includes quantitative and qualitative data for 2010. Some indicators are partial and only relate to certain divisions or activities as indicated in the text.

Reporting Period : January 1, 2010 to December 31, 2010

Reporting Cycle : Annually

Principal Guidelines : Global Reporting Initiative (GRI-G3) framework

ADDITIONAL GUIDELINES

- Bursa Malaysia's CSR Framework
- "Silver Book" by the Putrajaya Committee on GLC Transformation
- ACCA Malaysia Sustainability Reporting Guidelines for Malaysian Companies 2005



DISTRIBUTION OF AND FEEDBACK ON THE REPORT

This Report is published in English and Bahasa Malaysia and is available to all stakeholders in hard copy on request. It can also be downloaded from our website. For further information and comments please contact:

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from our partners



DAVE AVRAN
MarCom Director

Thank you for providing us an opportunity to participate in Media Prima's volunteer drive which was conducted recently in the Lobby area of Sri Pentas.

We distributed animal awareness brochures to the participants over a four hour period. We also sold merchandise worth RM170 and registered 20 volunteers for PAWS.

Once again, thank you to Media Prima for this CR initiative.

On behalf of the Patron and members of the Board of Directors and ex-national athletes, we highly appreciate and are grateful for the collaboration, support and assistance that have been provided by Media Prima to Yayasan Kebajikan Atlet Kebangsaan (YAKEB) specifically with the continuous support to assist YAKEB's awareness to the community.

Since the 2 years of YAKEB's establishment, Media Prima has succeeded as media partners in helping YAKEB maintain a good image through various talk show interview, among them *MHI*, and *Nasi Lemak Kopi O*. We also owe a debt of gratitude to Media Prima in assisting us with the successful organisation of the largest marathon program in the nation, *Larian Serentak 1Malaysia*.

YAKEB has also managed to win over the confidence and continuous support from government entities, corporate sectors and the citizens.



**DATO' PADUKA DR MUMTAZ BEGUM
ABDUL JAFFAR**
Executive Chairman, YAKEB

This has also provided an avenue for those who want to recognise the contributions of ex-national athletes and subsequently contribute towards their well-being.

Lastly, on behalf of the patron, members of the Board of Directors, staff of YAKEB and every ex-national athlete in the country, we pray for Media Prima to thrive and move forward. We hope our collaboration continues for many years to come. InsyaAllah.

OSH Awareness

When any OSH topic is brought up into conversation, some tend to regard it as something not important. Many do not seem to be aware of how safe their workplace can be. The "OSH Awareness Workshop" which I attended recently in TV3 had placed great importance as to how safe is the working environment, awareness on safety and health hazards and what can be done to prevent accidents.

At the end of the Workshop, I was able gain awareness on what Safety and Health is all about especially in areas pertinent to my areas of responsibility in the Mechanical & Electrical unit in Media Prima. I managed to gather more in-depth understanding on how to manage a safe working environment in particular, specific areas relating to electrical, machinery and industrial safety, the do(s) and the don't(s), everything from air quality, noise levels, machine guarding, personal protective equipment to housekeeping.

“ ”



SOO CHIN TAI
Senior Manager, Mechanical
& Electrical, Media Prima

I was also introduced on the applicable acts and regulations available in Malaysia covering "Safety and Health Policy" and the establishment of a Committee to review the measures taken and to investigate any matter with regards to safety and health. In addition, the Workshop also enlightened me on some useful concepts in Safety and Health relating to risk assessment. The concept / guidelines assisted me in identifying the likelihood of hazardous incidents which may occur in the M&E working environment and the consequences of injury or even fatality which may arise.

My association with
8Unit these past years have brought me
many opportunities to work with many different
NGO's and causes.

I feel very privileged that I am able to give back to society. My singing has brought me to a level where I am able to help different organisations in any little way that I can.

The National Cancer Society, Mercy Malaysia, Breast Cancer Welfare Association, Pengasih, Autism Malaysia & MAKNA are among some of the organisations that I have been involved with in trying to raise funds for research & also awareness.

I feel humbled & blessed every time I am able to give a small part of me for the good of the cause. I am reminded of where I came from & how much my family appreciated any little bit of help.

I will continue to do what I can to help as long as I am able to & I hope that others will do so also.

Thank you

“ ”



JACLYN VICTOR

“ ”

**BLACK****Winning Mentor**

Season 3 has provided me the exposure and opportunity to help others.

In 2010, I have been involved with various activities organised by several NGOs. One of them being the 'Cleanliness Campaign' organised by the Resident's Association of Kerinchi (PPR Kerinchi) at Pantai Dalam.

Besides lending a hand with cleaning the residential area, I also performed at a charity concert to gather funds for PPR Kerinchi.

I am humbled and proud to have helped the community where I live.

“ ”



DATUK MOHD ZAMAN KHAN
President of
Malaysian AIDS Council

The strategic relationship between Malaysian AIDS Council and Media Prima is a grand convergence of good deeds and ideas. Media Prima, with its strong hold in the media sphere, occupies a unique position unchallenged by any other media organisation in this country. We at the Malaysian AIDS Council are deeply humbled by Media Prima, conscious decision to allow us to latch on the group, apparent advantage in promoting the HIV/AIDS agenda. In the last few year, we have leveraged on our association with Media Prima in our effort to reshape public opinion on the issue of stigma and discrimination against People Living With HIV (PLHIV). This was evidenced during the recent World AIDS Day celebration when our PSA went live over TV3 and 8TV.

Media Prima also plays a pivotal role in ensuring the success of our Red Ribbon Celebrity Support Programme (RRCSP) by assisting in brokering the involvement of high-profile stars such as Faizal Tahir, into our celebrity line-up. As an advocacy initiative that was conceived as part of a greater strategy to create an enabling environment for PLHIVs,

the RRCSP has been an overwhelming success, and for this, we have to give credit to the strong support rendered by Media Prima.

Support by Media Prima also extended to our fundraising activities. This was clearly demonstrated in the recent staging of Teater Natrah, a theatrical performance that pledged part of the production profit to the Malaysian AIDS Foundation. The fundraising drive received great support from the public following a series of PSA for the theatre production that was aired over prime time on TV3 and TV9.

In a nutshell, perhaps the greatest gift that Media Prima has imparted to us is peace of mind, knowing that we will always have a sincere friend who is ready to lend us a helping hand when we need it the most. We are indeed glad and proud to be able to stand on the shoulders of a giant.

Since the inception of Projek Pintar back in 2007 and the adoption of SMK Jelutong by Media Prima, the school has improved by leaps and bound in the area of academic excellence, community involvement as well as in creating a creative and positive school environment. The school's academic performance improved drastically from year to year as a result of various academic activities and motivation seminars organized by Media Prima. PMR result improved from a mere 35.67 per cent pass in all subjects in 2006 to 55.05 per cent in 2010. SPM also showed marked improvement in overall passes from 67.17 per cent in 2006 to 82.90 per cent in the year 2009. The active and viable participation of Media Prima in all the school activities has also contributed to these achievements over the years. Our heartfelt gratitude to Media Prima especially to Pn. Eliza Mohamed and her team for their tireless effort and involvement in SMK Jelutong through Projek Pintar. We are indeed blessed to have Media Prima by our side. I truly hope that Media Prima will continue its support in our programmes because we are always excited to have Media Prima as part our journey to success.

“ ”



TEH PANG ENG
Pengetua, SMK Jelutong

One of UNICEF's most significant roles is to advocate for children's rights and make decision makers as well as all members of society aware and convinced of the need to fulfil them. As part of this task, we strive both to give voice to the voiceless and to provide opportunities for children themselves to make their voices heard. We could never achieve this alone. UNICEF, and the children that we serve, are heavily dependant on the interest of both traditional and new media to be partners in this endeavour. Media play a crucial role in creating awareness, shaping public opinion and mobilising citizens for change in society.

“ ”



HANS OLSEN
UNICEF's Representative to Malaysia

In Malaysia, 2010 saw Media Prima meeting that challenge in a big way, partnering with UNICEF on a number of specific initiatives and covering children's issues in general with insight, seriousness and respect. Direct collaboration early in the year included the International Children's Day of Broadcasting (ICDB) which saw TV3 win the TV category of the regional ICDB competition among participating broadcasters with a documentary entitled Terubuk Ikan Masin untuk PM.

Media Prima also partnered with UNICEF in its high profile Get on Board campaign against child abuse. This two-month campaign benefitted greatly from the broad coverage by newspapers, radio and TV stations in the Media Prima family, dedicating space and airtime to the issue of child abuse in Malaysia and how to prevent it. Furthermore, Media Prima contributed to UNICEF's global fundraising effort for children caught in the devastating Pakistani floods in 2010. The initiative saw more than RM 600,000 collected from both members of the public as well as corporate donors.

In UNICEF, we hope that this partnership will continue in 2011 and that Media Prima will continue its steadfast support of children and their rights.

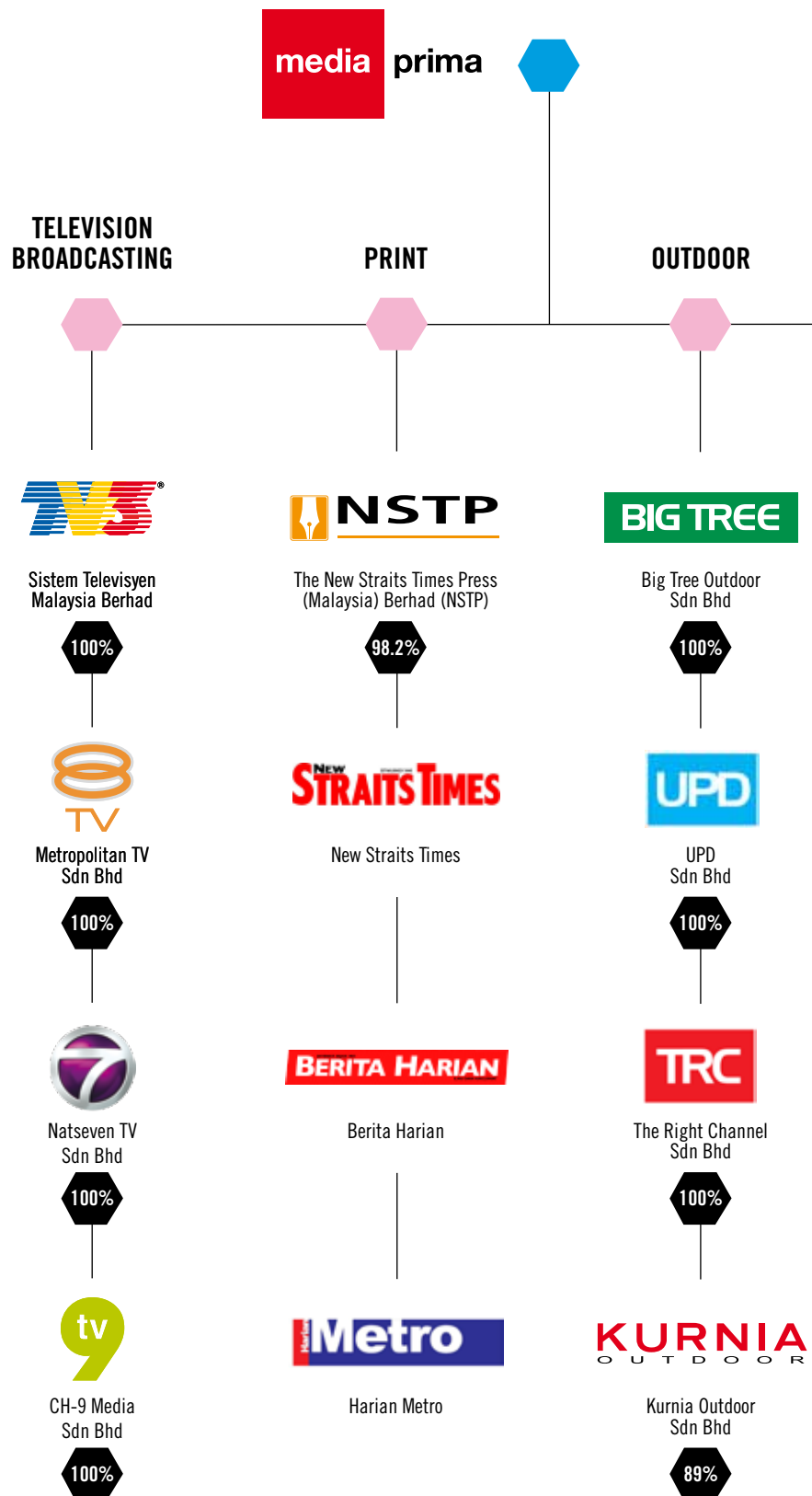
WWF-Malaysia sincerely thanks Media Prima Berhad for helping us to raise awareness about our "Tx2" Tiger Conservation Campaign in 2010. We hope that other corporations will follow their commendable, socially responsible example.

“ ”



DATO' DR DIONYSIUS SHARMA,
Executive Director/CEO of WWF-Malaysia

corporate structure



RADIO



Max-Airplay
Sdn Bhd

100%



Synchrosound Studio
Sdn Bhd

100%



One FM Radio
Sdn Bhd

80%

CONTENT CREATION



Primeworks Studios
Sdn Bhd

100%



Grand Brilliance



8 Unit

NEW MEDIA

alt media

Alt Media
Sdn Bhd

100%



gua.com.my



TonTon

INTERNATIONAL DIVISION



TV3 Network Limited
(TV3 Ghana)

90%

chairman's statement



“

Corporate Responsibility (CR) at Media Prima flows throughout the company. Our approach to CR begins with a simple and straight-forward commitment to principled decision making. Full consideration is given to the key triple bottom line – social, environmental and economic. Looking back over our history, Media Prima has continued to improve progressively in advancing the nation’s media and publishing industry while sustaining the environment and our community. I am pleased to present you this Sustainability Report which outlines our corporate responsibility achievements in the year 2010. It defines the actions we have undertaken that we aim to build on in the future. We have extended our efforts in identifying risks and opportunities and formulated our strategy to fill these gaps. We consider the socio-economic impact of our actions as part of our efforts in creating value for our stakeholders.

”

DATUK JOHAN BIN JAAFFAR
Chairman



chairman's statement cont'd

One of the most significant changes for Media Prima occurred last year. I believe that designing corporate strategy in a responsible way is vital for ongoing commercial success. We have incorporated more CR principles into our strategy and activities than ever before. Our social reporting has helped us to meet the increasing demand of the society and continue improving our management decision making to achieve greater transparency.

At Media Prima, we take great pride in being Malaysia's leading integrated media investment group by responding to the concerns of our stakeholders who are the key drivers of our success today. Media Prima recognises the diversity of its customers. We are committed to maximising the value of our products and services by ensuring affordability for everyone. As a good corporate citizen, Media Prima aims to bridge the gaps that exist in the community such as language, culture, income, disabilities, illiteracy and age. We continue to invest in innovation to provide a wide range of products and services to different target groups.

Our achievement was recognised when we won the Prime Minister's CSR Award for the 'Media Coverage' category. At the award ceremony, we were featured as the Company with the highest CSR outreach which actively highlights community issues and connects all Malaysians through our media efforts.

This Sustainability Report will provide you with an overview of our Company's role as a corporate citizen. You will see the many ways in which our business and citizenship goals are aligned – including our commitment to providing high-quality journalism and entertainment, reducing our environmental footprint, observing high standards of ethical behaviour, providing employees with opportunities for career development and giving back to the communities in which we operate. Media Prima's commitment to CR is one of the many ways of achieving long-term growth.

COMMUNITY

Media Prima continues to develop two-way relationships with the community by working with them to understand their needs. Last year was one of the most active years for Media Prima and its subsidiaries. The most significant contribution we made was a fund raising campaign which was launched by Media Prima and NSTP in November 2010 to help flood victims in Kedah and Perlis. Food and daily necessities worth more than RM100,000 were delivered to flood victims in both states.

The devastating floods in Pakistan resulted in a significant loss of lives and homes. On August 2010, Media Prima and NSTP collaborated with the United Nations Children's Fund (UNICEF) in a joint appeal to raise funds for humanitarian aid. Funds raised were contributed to the victims of this disaster.

ENVIRONMENT

Media Prima is strongly committed to being an environmentally-friendly company by using recycled paper and reducing electricity consumption in its offices. New Straits Times Press Malaysia Sdn Bhd (NSTP) managed to reduce its paper consumption by 9.34 per cent from 2007 to 2008. We consistently achieved a 98 per cent recycling rate from 2006 to 2010. The reduction of electricity used in our business is also part of our energy strategy as it is a significant proportion of our carbon footprint. At Media Prima, our facilities used a total of 23,556,023 kWh of energy in 2010. This represents a 2.3 per cent reduction from the previous year. During the year, we have also consumed 2.57 per cent less chilled water compared to 2008.

WORKPLACE

Media Prima strives to achieve the highest levels of employee satisfaction by providing a detailed training and development programme. We continue to provide a healthy work environment which is safe and comfortable. Media Prima delivers great opportunities to its employees to grow while living a balanced life. Our career satisfaction survey reflects our strategic planning within the workforce.

MARKETPLACE

Media Prima and its subsidiaries continue to execute responsible marketing campaigns which respect the values of Malaysians. We have introduced a systematic production line where the Company practices its quality and sustainability responsibility in each stage. During 2010, the same customer satisfaction survey was conducted to map our improvement against our customers' expectation.

ACKNOWLEDGEMENT

I would like to thank all our employees for their continued loyalty and dedication to the Company. Working together, I am confident that we can achieve far greater success in the future. I believe Media Prima is well positioned to continue delivering value to its stakeholders. Finally, I wish to extend my appreciation to our regulators, business associates, business partners, clients and the local authorities for their unending support throughout the years. As always, we hope you find our Report useful and informative. We appreciate your comments and feedback which is valuable to us in developing our future initiatives in-line with the expectations of our stakeholders.

DATUK JOHAN BIN JAAFFAR

Chairman

Media Prima Berhad

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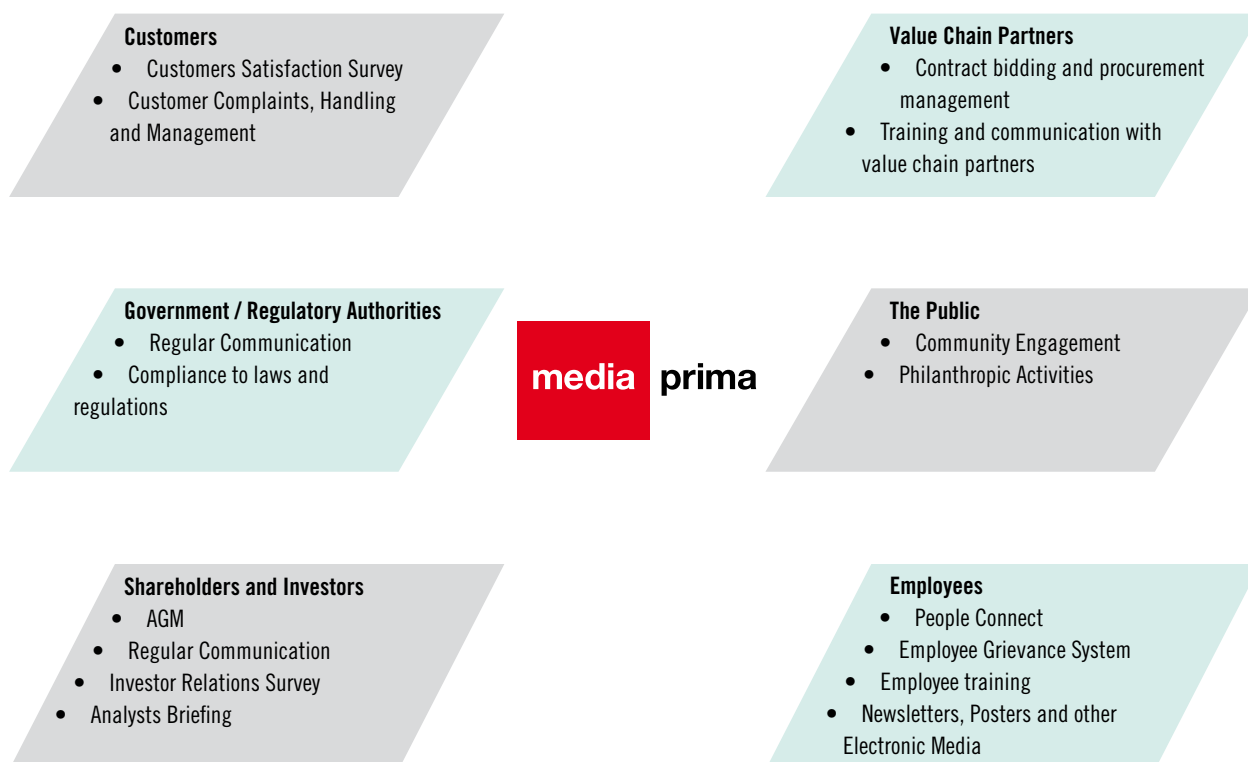
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media prima strategy and analysis

STAKEHOLDER ANALYSIS AND MATERIALITY MAPPING

Media Prima makes every effort to include its stakeholders in its operations to understand their needs more fully. We have integrated a responsible code of conduct into our strategy and activities to meet society's increasing demands. Media Prima is committed to achieving greater transparency through active engagement with its stakeholders. This sustainable relationship provides additional value and increases stakeholders' trust in the Company. Media Prima makes a genuine effort to understanding and engaging with its stakeholders through formal and informal mechanisms. We believe that our stakeholders' support is the key to our success.



We conducted a review exercise to identify and align the priorities in our operating environment in order to anticipate the emerging expectations of our stakeholders and respond proactively. We developed a materiality matrix to map these issues and prioritised our key reporting areas as a result of this analysis.



corporate governance

The Board of Directors (Board) of Media Prima Berhad (Media Prima) 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. Media Prima complies with the Malaysian Code on Corporate Governance (the Code) which 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 of Media Prima is pleased to report to the shareholders, the Group's application of the Principles as set out in Part 1 of the Code and the extent to which the Group has complied with the Best Practices of the Code during the financial year ended 31 December 2010.

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 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 has a balanced composition of Executive and Non-Executive Directors (including Independent Directors) such that no individual or group of individuals can dominate the Board's decision-making powers and processes. The Independent Non - Executive Directors make up 50% of the Board membership. As at 31 December 2010, the Board has ten (10) members, of which three (3) are Executive Directors and seven (7) are Non-Executive Directors. The current Chairman is not the previous GMD of the Company.

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 Meetings

Board meetings are scheduled in advance at the beginning of the new financial year to enable directors to plan ahead and fit the year's meetings into their own schedules. The Board meets at least four (4) times a year, once every quarter and has a formal schedule of matters specifically reserved to it for decision, such as the approval of corporate plans and budgets, acquisitions and disposals of assets that are material to the Group, major investments, changes to management and control structure of the Group, including key policies, procedures and authority limits. Additional meetings are held as and when required.

Supply of Information

The Board is provided with the agenda for every Board meeting together with comprehensive management reports, in advance for the Board's examination. All directors have the right and duty to make further enquiries where they consider necessary. The Board recognises that the Chairman is entitled to the strong and positive support of the Company Secretary in ensuring the effective functioning of the Board. All directors have access to the advice and services of the Company Secretary and, whether as a full board or in their individual capacities, directors are also at liberty to take independent professional advice on any matter connected with the discharge of their responsibilities as they may deem necessary and appropriate.

Appointments to the Board

The Nomination Committee of the Board of Media Prima scrutinises the sourcing and nomination of suitable candidates for appointment as a director in Media Prima and its subsidiary companies and to the Committees of the Board, before making recommendations to the Board for approval. The Board through the Nomination Committee conducts an effective assessment to evaluate the effectiveness of the board as a whole, the committees of the board and the contribution of each individual director.

corporate governance cont'd

Re-election of Directors

In accordance with the Company's Articles of Association, newly-appointed directors shall hold office until the next AGM and shall then be eligible for re-election. The Articles also provide that all directors shall retire from office once at least in every three (3) years. Retiring directors may offer themselves for re-election.

Directors' Training

The Mandatory Accreditation Programmes has been successfully completed by all the directors. The directors have also accumulated the Continuing Educational Programme (CEP) essential points according to Bursa Malaysia Securities Berhad's Listing Requirements. In 2010, the Company had organised an in-house Board of Directors Workshop on 28 October 2010 which covered topics on challenges in regulating the New Media and strategic challenges facing the Media Industry.

The key roles and responsibilities of the Board Committees in Media Prima are as follows (but not limited to):

BOARD OF COMMITTEES	KEY ROLES & RESPONSIBILITIES
AUDIT COMMITTEE	Reviewing issues on accounting policies and presentation of financial reporting; monitoring the mechanism of the internal audit function; ensuring the professional relationship is maintained with external auditors and reviewing the appropriateness of related party transactions before recommending it for Board approval.
NOMINATION COMMITTEE	Identifying and recommending new nominees to the Board and committees of the Board of Media Prima
REMUNERATION COMMITTEE	Establishing a formal and transparent procedure for developing policy on the total individual remuneration package with the aim of attracting and retaining high-calibre designated executive management.
EMPLOYEES' SHARE OPTION SCHEME (ESOS) COMMITTEE	Implementing and administering the Media Prima Employees' Share Option Scheme in accordance with the by-laws approved by the shareholders of the Company

The key roles and responsibilities of the Management Committee in Media Prima are as follows (but not limited to):

MANAGEMENT COMMITTEE	KEY ROLES & RESPONSIBILITIES
Programme Committee	Ensuring transparency and integrity of the procurement process
Tender Committee	
Group Risk Management Committee	Overseeing the Group's corporate governance and risk management activities
ICT Steering Committee	Reviewing the status of implementation of ICT initiatives within the Group
Recovery Executive Committee	Managing business recovery and business operations in the event of a disaster or major disruption to operations

Whistle-Blowing Policy

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

SHAREHOLDERS ENGAGEMENT**Investor Relations**

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

The Group's Investor Relations policy provides guidelines on the activities that enable the Board and management to communicate effectively with the investment and financial community and other stakeholders.

Annual General Meeting

In addition to the quarterly financial reports and annual report, the Annual General Meeting (AGM) remains the principal opportunity for communication with shareholders and investors. At each AGM, the Board presents the progress and performance of the Group. The Chairman and/or the GMD presents a comprehensive review of the financial performance of the Group and value created for shareholders.

ACCOUNTABILITY AND AUDIT**Financial Reporting**

On behalf of the Board, the Audit Committee scrutinises the financial and statutory compliance aspects of the audited financial statements and adherence to internal policies and procedures prior to full deliberation at the Board level.

Internal Control

The Board acknowledges its responsibility for the Group's system of internal controls and risk management and for reviewing the effectiveness of these systems. Such systems are designed to manage rather than eliminate the risk of failure to achieve business objectives.

community



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 and there are three strategic core areas on which we focus.

CATEGORY	PARTICIPATING COMPANY	PROJECTS
EDUCATION	Media Prima	<ul style="list-style-type: none"> Promoting Intelligence, Nurturing Talent and Advocating Responsibility (PINTAR)
	NSTP	<ul style="list-style-type: none"> NST School Sponsorship Programme RHB-New Straits Times National Spell-It-Right Challenge 2010 NST-NIE Activities
	Berita Harian	<ul style="list-style-type: none"> Anugerah Pelajar Cemerlang
	Primeworks	<ul style="list-style-type: none"> Sleepover Camp Rough Cuts
HUMANITARIAN	Media Prima	<ul style="list-style-type: none"> Appeal for Humanitarian Aid for Flood Victims in Pakistan Humanitarian Aid for Gaza
	Alt Media	<ul style="list-style-type: none"> GUA-Shoebox of Hope Campaign
	NSTP	<ul style="list-style-type: none"> Tabung Bencana NSTP – Media Prima NSTP Charity Fund CEO and Celebrity Charity Tennis 2010 Larian Serentak 1Malaysia Cash donation to the family of Din Beramboi
	BIG TREE	<ul style="list-style-type: none"> Goods Donation to Pn. Jamilah Said The Bandar Tasik Puteri Community Library
OTHER COMMUNITY	Media Prima	<ul style="list-style-type: none"> Bersamamu-Wira Sukan, Anda Tetap Di Hati & 1 Ringgit 1 Malaysia Campaign Hari Raya Celebration with Students from SK Cherating Aidilfitri Treat for Underprivileged Students
		<p><u>ntv7</u></p> <ul style="list-style-type: none"> Yuan Carnival Purple Day Talian Hayat Season 3 Project Sunshine Finding Angels Seasons 13 and 14 For the Love of Reading Terry Fox Run <p><u>TV3</u></p> <ul style="list-style-type: none"> TV3 Public Service Announcements (PSAs) Karnival Jom Heboh Aduan Rakyat 360 (Tiga Enam Kosong) 999 Singgah Sahur Bersamamu <ul style="list-style-type: none"> - Bebaskan Bumi Palestine Campaign - Kem Remaja - 2010 Raya Events Road Safety Awareness Campaign Turtle Adoption at Aquaria KLCC

community cont'd

CATEGORY	PARTICIPATING COMPANY	PROJECTS
OTHER COMMUNITY	Media Prima	<u>TV9</u> <ul style="list-style-type: none"> • <i>Jaguh</i> • <i>Gadis Melayu Season 3</i> • <i>Akademi Al-Quran Season 4</i> • <i>Idola Kecil Season 3</i> • <i>New Hope For Orang-Utan School Programme</i> • <i>Sua Rasa Ground Event</i> <u>8TV</u> <ul style="list-style-type: none"> • <i>Welcome to the Rail World</i> • <i>SHOUT! Awards 2010</i> • <i>Showdown 2010</i> • <i>Showdown Street Fest 2010</i> • <i>8TV Quickie</i> • <i>Estee Lauder's Breast Cancer Awareness Campaign 2010</i> • <i>Chinese Carnival 2010</i> • <i>8TV On The Street 2010</i> • <i>Creative & Charity</i> • <i>World Vision 30 hours Famine</i> • <i>Harmony In Unity - 1 Malaysia</i> • <i>Teen Fest 2k10</i>
	Media Prima Radio Networks	<ul style="list-style-type: none"> • Supporting NGO's through PSA's
	<i>Berita Harian</i>	<ul style="list-style-type: none"> • <i>Semarak Ramadhan - Berita Harian</i>
	<i>Harian Metro</i>	<ul style="list-style-type: none"> • <i>Titipan Kasih Bersama Harian Metro</i> • <i>Harian Metro Photo Exhibition</i>
	NSTP	<ul style="list-style-type: none"> • Photo Exhibitions • NSTP Deepavali Open House • NSTP Charity Festive Visit • Health Conscious Activities at BB Bangsar
	Primeworks	<ul style="list-style-type: none"> • 2010 Open Day for Finas with Grand Brilliance • <i>'Talentine'</i> movie screening at Rumah Seri Kenangan, Seremban

EDUCATION

The Promoting Intelligence, Nurturing Talent and Advocating Responsibility (PINTAR) programme was established in 2006. Media Prima continued to adopt the two secondary schools in Penang: SMK Jelutong and SMK Hutchings, and added SK Cherating, a primary school in Cherating, Pahang. The programme, which is endorsed by the Finance Ministry, hopes to raise awareness of the importance of education. It aims to increase the academic standards of underprivileged children and underperforming schools.

Media Prima has regularly organised activities for the two schools to assist them in improving their capabilities and achieving excellence. Activities and events include:

PINTAR Activities/Programmes 2010 – SMK Jelutong

- Science and Mathematics Carnival
- Kecemerlangan Akademik dan Sahsiah Majlis Pelajar Camp
- PKBP* Special Olympics
- English Language Carnival
- CAKNA Motivational Camp
- PMR Workshop
- PMR Intensive Guidance

- SPM Workshop
- SPM Intensive Guidance
- Student Cultural Night
- Academic Awards Day
- Student Cultural Night
- Program Ekspresi Bakat OKU dan Intelek PKBP*

* PKBP: Pendidikan Khas Bermasalah Pembelajaran

PINTAR Activities/Programmes 2010 – SMK Hutchings

- Bestari Solat
- Annual Sports Day

- Academic Awards Day
- PMR and SPM Workshops

These two schools enrol a high percentage of low-income and special needs students. In 2010, SMK Jelutong recorded a pass rate of 55 per cent in the PMR examination which represents an increase of 19 per cent since 2006. Full details of the SMK Jelutong PMR grades and rates can be seen in the tables below.

PMR EXAMINATION

Year	Total Number of Candidates	Pass Rate (%)
2006	171	35.67
2007	180	55.56
2008	211	51.55
2009	173	56.07
2010	198	55.05

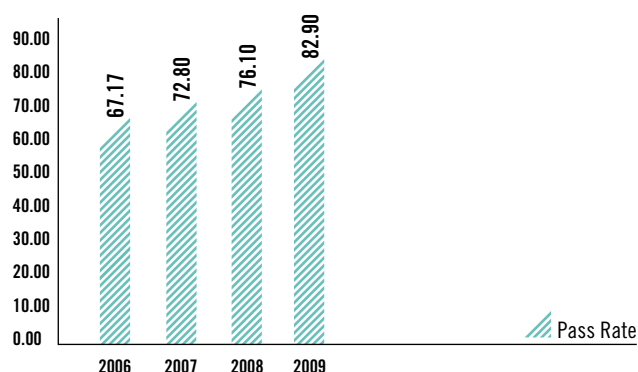
SMK Jelutong – PMR Examination Pass Rate



PMR EXAMINATION

Year	Number of Candidates	9A	8A	7A	6A	5A
2006	171	0	1	0	0	0
2007	180	0	0	0	3	1
2008	211	0	1	1	1	2
2009	173	0	0	1	2	2
2010	198	0	0	3	0	5

SMK Jelutong – SPM Examination Pass Rate



The SPM examination pass rates and grades for SMK Jelutong can be seen below. The school achieved a pass rate of 83 per cent in the SPM examination in 2009. There has been a continuous improvement from 2006 which shows a pass rate of 67 per cent.

SPM EXAMINATION

Year	Total Number of Candidates	Pass Rate (%)
2006	134	67.17
2007	142	72.80
2008	135	76.10
2009	149	82.90

SPM EXAMINATION

Year	Number of Candidates	9A	8A	7A	6A	5A
2006	134	0	0	0	0	1
2007	142	0	0	1	1	1
2008	135	0	0	0	0	0
2009	149	0	1	0	1	2

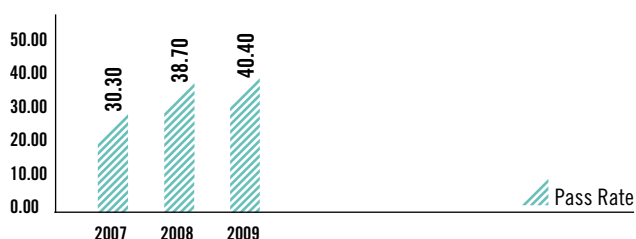
SMK Hutchings's pass rate for the PMR examination increased from 30 per cent in 2007 to 40 per cent in 2009. The school also recorded a pass rate of 54 per cent in the SPM examination in 2009 which represents a slight increase from 2008.

SMK Hutchings

PMR EXAMINATION

Year	Total Number of Candidates	Pass Rate (%)
2007	76	30.30
2008	62	38.70
2009	94	40.40

SMK Hutchings – PMR Examination Pass Rate



SPM EXAMINATION

Year	Total Number of Candidates	Pass Rate (%)
2008	63	52.40
2009	63	53.90

SMK Hutchings – SPM Examination Pass Rate



community cont'd

NSTP

NST School Sponsorship Programme

The New Straits Times (NST) *School Sponsorship Programme* was launched by the Minister of Education on August 15, 2005. The programme's objective is to enhance the proficiency of the English language among primary and secondary students from rural and semi-urban schools. The programme encourages businesses and individuals to adopt a school under the Ministry's list of those most in need of help and sponsor the purchase of newspapers for these schools. In 2010, nine individuals and 45 companies sponsored 378,300 copies of NST for 239 schools. Since 2005, approximately 5.3 million sponsored copies of NST have been dispatched to 2,364 schools nationwide.

The level of English among students has shown a considerable improvement since the introduction of this programme. NST became the preferred product for the students to search for news and information. It also proved a useful medium for teachers in the classroom. NST has successfully created educational value through its brand awareness programme. Our relationship with the State Education departments and participating schools has also improved.

RHB-New Straits Times National Spell-It-Right Challenge 2010

A nationwide spelling competition was jointly organised by NST and RHB Banking Group since 2008. It aimed to encourage the English language in a fun way and promote newspapers as an educational tool for primary and secondary students in government funded schools. The participants consisted of 2,196 students from 222 primary schools and 327 secondary schools. The state challenge was held between May 8 and July 18, 2010. The national challenge was also held on August 7, 2010 at MaTIC, Jalan Ampang. These challenges were recorded and televised nationwide on TV3.

NST-NIE Activities

- *School Programme Workshops*

Fee-based workshops help participants develop a relationship with NST whilst improving their language and communications skills through creative initiatives.

- *School Holidays Programme Workshops*

Workshops were held during the school holiday periods throughout the year. Approximately 1,000 students between the ages of seven and 17 years attended these workshops. 1,180 copies of NST were printed and distributed through these workshops.

- *Community Development Workshops*

Annual workshops, which were sponsored by Bank Islam, were conducted. These courses were attended by 650 students from 13 schools. The objective was to develop these students' communication skills through programmes that directly relate to CR activities.

- *Inside Scoop Series programme*

Fee-based programmes were conducted during weekends. These programmes targeted school-leavers and working adults who wished to pursue skill-based personal development programmes. 12 workshops were organised attracting 560 participants.

- *Niexter*

Niexter was launched in Jan 2009 to develop the writing and communication skills of young people. NST contributes an eight-page pull-out section for each Thursday edition. 271 secondary school students between the ages of 12 and 17 contribute on a regular basis. There has been an increase in advertising revenue as a result of this initiative. *Niexus* was implemented as an e-learning site to support schools programmes and *Niexter*. At present, it has over 14,453 registered users aged between seven and 17 years old.

- *U-Phoria*

A WAP site, for mobile handsets and other mobile devices, was launched on August 1, 2009. The site is maintained by youth Mojors (mobile journalists), who are college students or working people who are aged between 18 and 25 years old. They write stories, share opinions and cover events on *U-phoria*. The *U-phoria* WAP site has received 33,586 hits including some to a page on the social network service, Facebook. It has involved 43,338 youths through competitions and road shows.





- **Journalism On Campus**

Journalism On Campus is a project initiated by NST in collaboration with the Ministry of Higher Education (MOHE) and participating public and private universities. A campus newspaper is created as a combination of industrial training, language enhancement and skills development. UiTM was the first university to participate in this project in 2010. 75,000 copies of this newspaper, *Varsity Voice*, have been printed and distributed among the UiTM students in 17 campuses nationwide.

Anugerah Pelajar Cemerlang Berita Harian

The awards presentation ceremony was held at Balai Berita Bangsar on June 17, 2010. The aim is to reward multi-skilled students who excelled in their UPSR, PMR and SPM 2008 exams. It also includes those active in extra curriculum activities. The awards are open to students who have attended educational programmes or workshops organised by *Berita Harian*.

Awards were given to 18 students; six students each for UPSR, PMR and SPM. Each recipient received a trophy, RM1,000, a certificate of excellence and sponsored books from Cerdik Publications Sdn Bhd. *Berita Harian* hopes that rewarding high-achieving students will inspire students to participate in its educational programmes more frequently.

Primeworks

Sleepover Camp

Primework Studios conducted a one-night sleepover with a group of children at Aquaria KLCC on March 16, 2010 in collaboration with TV3's Kids News unit. The objective was to educate children about marine life and teach them to appreciate all living creatures. School children generally learn about nature from books and may not have had the chance to see these animals first hand. The children discovered the different habitats of fishes, mammals and amphibians by viewing the creatures in the aquariums at Aquaria.

The children could feed the animals under close supervision from the staff. This camp was also a good educational experience for the children to witness how the underwater world looks at night.

Rough Cuts

Primeworks Studios conducted the *Rough Cuts* workshop series for students pursuing communication and broadcasting. The purpose of this workshop was to educate students about the inner workings of the industry. It also introduced the detailed content development process for TV and also gathered fresh and creative ideas from these young talents. *Rough Cuts* also aimed to create opportunities for future internships with the Company.

The second series of *Rough Cuts* was organised on October 18 and November 16, 2010 at IACT College and Taylor's Lakeside Campus. The workshops began with an ice breaking session, followed by an introduction to content and industry development. This comprised of video clips of TV shows by Primeworks and international content.

community cont'd

Special guest speakers shared their past experiences and tips to succeed in the industry with the students. This was followed by a brainstorming session for TV show concepts. An actor from *Blogger Boy* and host of *Field Trip USA*, Qi, presented at IACT College. Taylor's students were privileged in being accompanied by *The Breakfast Show* and *Explorace* host, Daphne Iking.

The students were allocated time to produce new ideas for TV programmes in smaller groups. 35 students from IACT developed six new concepts: 30 Taylor's students created five. The Content Industry Development (CID) team evaluated the ideas presented towards the end of the workshop.

Finally, the winners were chosen based on scores accumulated throughout the session and received a RM500 cash prize. The winning idea may also have the opportunity to participate in the production process. If the producers decide to develop the concept into a programme, the winners receive credits for their contribution. Runner-ups based on rankings also received RM300 and RM100 cash prizes.

The *Rough Cuts* workshop series explores the young and rising talents in the industry. It introduces them to areas they may not have been exposed to in broadcasting and gain potential new ideas for content.

HUMANITARIAN

Media Prima

Media Prima, NSTP Appeal for Humanitarian Aid for Flood Victims in Pakistan

The floods in Pakistan resulted in the significant loss of lives and homes. Media Prima, NSTP and the United Nations Children's Fund (UNICEF) initiated a joint appeal to raise funds for humanitarian aid on 19 August 2010. The Pakistan Disaster Relief Fund was launched by Datuk Johan Jaaffar, Chairman of Media Prima and Tan Sri Mohamed Jawhar, Chairman of NSTP. It was witnessed by His Excellency Mr. Khalid Masood, the High Commissioner for Pakistan in Malaysia and His Excellency Mr. Hans Olsen, UNICEF representative to Malaysia and Special Representative to Brunei.

Over 700 schools in the Khyber Pakhtunkhwa province were reportedly damaged by the floods. Damage assessments conducted by the OCHA revealed 89 damaged and 52 destroyed health facilities in the areas affected by floods. (*UNICEF Situation Report: Pakistan)

Those affected were in dire need of humanitarian essentials such as shelter, food, drinking water, medical assistance, hygiene kits and other basic necessities. Contributions by the public were distributed to Pakistan to bolster existing relief efforts to provide for sustenance and reconstruction of lives at the affected areas.

Media Prima, working in partnership with NSTP, provided updates on the crisis to the public and raised awareness of the fund.

Humanitarian Aid for Gaza

Media Prima supported NSTP in raising funds to aid Palestinians affected by the attacks on Gaza on January 6, 2009.



At least 537 Palestinians died in the conflict and 2,600 were wounded. Casualties have included innocent women and children since the unrelenting attacks began on 27 December 2008. Media Prima dedicated airtime on all its television and radio networks to provide updates on the crisis in Gaza and raise awareness for the fund. Donations to the Fund were tendered to Wisma Putra on February 7, 2009 to aid citizens of Gaza.

Alt Media

GUA

The lifestyle portal GUA is a supporter of the Malaysian AIDS Council (MAC). In April 2010, GUA launched the *Shoebbox of Hope Campaign* which requested people to donate a shoebox filled with gifts for those in need. More than 100 boxes were collected and donated to the children of Rumah Nur Salam, a community home supported by the Malaysian Aids Council.

NSTP

Tabung Bencana NSTP – Media Prima

A fund raising campaign was launched on November 3, 2010 to help flood victims in Kedah and Perlis. The campaign promotion appeared in the NSTP group of newspapers and was broadcast on Media Prima TV and radio stations. Donations were accepted via cash or cheque from public and corporate organisations. Approximately RM600,000 had been collected by the end of December.

NSTP and Media Prima co-organised a two-day relief mission which was held on November 11- 12th, 2010. 100 volunteers comprised mainly of NSTP and Media Prima employees but included representatives from the Malaysian Red Crescent Society and Mydin. Food and daily necessities worth more than RM100,000 were delivered to flood victims in Kedah and Perlis.

We hope to portray a good image as a caring and responsible corporate citizen through the fund raising campaigns and the relief missions. We offer a link between the public and donors and the reputable bodies involved in providing aids and humanitarian assistance. We encourage and promote transparency by publishing the distribution of the donation. Regular coverage throughout the campaign promotes a greater sense of unity which transcends religious and racial identities. We hope to provide a platform for every Malaysian to contribute regardless of the size or quantity of the donation including corporate bodies, NGOs, housewives, children, celebrities and politicians.

NSTP Charity Fund

A trust fund was created during 1991 to offer financial aid to young Malaysians who could otherwise not afford treatment for heart problems, leukaemia and cancer or the fitting of artificial limbs. NSTP uses its media platform to appeal for public donation and dedicates a full-time employee to manage the fund and process the most eligible cases. Funds collected from public donations and fund-raising events were organised by NSTP and partners through articles which appeared in NSTP's group of newspapers. Approximately RM1 million was raised and distributed to 50 patients in 2010. In total, approximately RM5 million has already benefited 309 patients since its inception. The fund also helped the recipients' families who otherwise would have had no other financial means to save the lives of their loved ones.

The NSTP Charity Fund also provides a mechanism for readers and the general public to contribute to worthy causes which are managed by a trusted body. The Fund has its own Board of Trustees and is audited annually by a reputable auditing firm.

CEO and Celebrity Charity Tennis 2010

A fund raising event was jointly organised by NSTP and Bursa Malaysia. The Lawn Tennis Association Malaysia (LTAM) provided the venue and technical aspects for the event: ntv7 was the media partner. This event was held for the third year on December 12, 2010 at National Tennis Complex, Jalan Duta, Kuala Lumpur. In addition to raising funds for NSTP Charity Fund, it aimed to revive the interest in tennis among the young generation.



community cont'd



Participation was by invitation only which included CEOs, ambassadors and celebrities. No entry fees were imposed but the players were required to donate a minimum amount of RM1,000.00 to the Fund. A total of RM61,160 was collected from sponsors and 36 participating players. Dunlop and Revive sponsored the event and 32 page full colour advertisements appeared in NSTP group of newspapers to promote the event.

Larian Serentak 1Malaysia

Larian Serentak 1Malaysia is a supporting activity to create awareness and raise money for a fund managed by Yayasan Kebajikan Atlet Kebangsaan (YAKEB). The event was organised simultaneously on December 11, 2010 nationwide to help Malaysia's needy current or ex-national athletes. NSTP hopes to reflect its caring image by supporting the fundraising drive. It aims to create greater awareness of the good roles and objectives of the newly formed YAKEB. The event was launched by its Patron, Yang Amat Bahagia Datin Paduka Seri Rosmah Mansor at Dataran Merdeka. 18 half-page full colour advertisements featuring the event's entry form were published in the NSTP group of newspapers.

Cash Donation to the Family of Din Beramboi

In April 2010, Media Prima donated RM10,000 to the family of the late Mior Ahmad Fuad Mior Badri, or Din Beramboi as the popular personality was known by his fans throughout Malaysia.

The donation was made to the late radio presenter's widow Suhaini Che'man, who was represented by her daughter Nil Aina Adibah bte Mior Ahmad Fuad. The contribution was made by Media Prima Chairman, Datuk Johan Jaaffar, to help the family during this sudden bereavement.

With his signature style, the late presenter made a lasting impression on TV3's *Ape-Ape Aje*, *Senario*, as well as *Apa Ke Halnya* on TV9, all produced by Primeworks Studios Sdn Bhd.

Big Tree

Goods Donation to Pn. Jamilah Said

Pn. Jamilah Said is a widow with 6 children who has resided in a dilapidated house located between a workshop and a furniture workshop in Salak South for more than 46 years. DBKL had recently granted her a low cost house, which is 35km away from her present place. In response to the need, in June 2010, Big Tree Outdoor (Big Tree) donated several electrical appliances to the family. They consisted of a ceiling fan, rice cooker, electric kettle, stand fan and refrigerator. Six Big Tree's employees also assisted Pn. Jamilah in transporting her belongings to the new house.

The Bandar Tasik Puteri Community Library

The Bandar Tasik Puteri Community Library is located in Rawang, Selangor. It was established by a group of residents as there was no dedicated area for the children to study.

The limited number of books and titles available are due to the library's tight budget. In February 2010, Big Tree initiated a book donation drive through its Big Heart CSR activity programme, requesting its employees to contribute books to the library. Dictionaries, novels, magazines and school books were donated. All books and magazines were sent to the community library where its founder and librarian, Mr. Amluddin Yusufwere, was present to receive the contributions.

OTHER COMMUNITY INITIATIVES

Media Prima

Bersamamu-Wira Sukan, Anda Tetap Di Hati & 1 Ringgit 1 Malaysia Campaign

The National Athletes Welfare Foundation (YAKEB) has launched a 13 Episode Programme, TV3's *Bersamamu – Wira Sukan, Anda Tetap Di Hati* and the *1 Ringgit 1 Malaysia Campaign*. Both campaigns were launched concurrently by YAKEB's Patron, Yang Amat Bahagia Datin Paduka Seri Rosmah Mansor at Sri Pentas on June 15, 2009.

The campaign also received support from NSTP through its dailies, New Straits Times, Berita Harian and Harian Metro.

Bersamamu - Wira Sukan, Anda Tetap Di Hati is a reality programme covering on the bittersweet lives of athletes which was aired on TV3 for 13 episodes beginning 8 July 2009 (every Wednesday, 9:30 p.m.).

The *1 Ringgit 1 Malaysia Campaign* was an effort to raise funds through donation boxes placed in public areas. The campaign, involving the corporate sector, was held for 2 months between June 15 and August 15, 2009.

Hari Raya Celebration with Students from SK Cherating

Media Prima organised a Hari Raya celebration with students from SK Cherating on October 2, 2010 at Impiana Resort Cherating, Pahang. Approximately 250 year 5 and 6 students from SK Cherating attended the event.

The students ate a buffet dinner whilst listening to the hit songs of Hanifah Mohd Hanafiah or Black, the winner of TV3's hit programme *Mentor Season 3*. The students also received 'duit raya' at the end of the event.

Aidilfitri Treat for Underprivileged Students

Media Prima held an 'open house' on October 7, 2010 with students from its adopted schools, SMK Jelutong and SMK Hutchings. The event was supported by Advance Micro Devices (AMD) Sdn Bhd and Cyberview Sdn Bhd.

160 guests were accompanied by their teachers. They ranged from Form 2 to Form 5 and comprised of special needs students from SMK Jelutong and underprivileged students from SMK Hutchings.

Media Prima has adopted these two schools under the PINTAR Project and treated them to a special Raya meal.

It was a memorable and exciting celebration for the students as they were entertained by celebrity guest, Adibah Noor, who mesmerised the audience with her charm and music.

The students also received 'duit raya' and gifts courtesy of The Body Shop who generously contributed prizes for the fun games and activities.

Public Service Announcements

Media Prima operates 3 radio stations; Fly FM, Hot FM and One FM. It also broadcasts four television stations; TV3, 8TV, ntv7 and TV9. We are at the heart of communities and our programmes are committed in reflecting local issues of the country. We achieve this through the content we produce and our outreach initiatives improve our efforts in being more representative.

We engage in public awareness outreach through Public Service Announcements (PSAs). We promote greater awareness of a wide range of social issues through our businesses' media resources in print, interactive media and television. We also provide in-kind media support by sponsoring air time of various non-profit organisations. As part of an industry-wide effort, TV3 contributed RM36 million worth of air time to running the PSAs in 2010.

ntv7

ntv7 continues to brand itself as the Home of Feel Good. ntv7 is a preferred channel of Chinese viewers and increasing urban family households. It continues to support and develop the local industry by introducing more lifestyle and community-skewed programmes. Some of the CR programmes undertaken by ntv7 include:

- ***Yuan Carnival***

Yuan Carnival – *Ceria Bersama Komuniti* a community-centred event which was held in May 2010 and sponsored by Eiken. *Yuan Carnival* aims to promote togetherness by spreading love, fun and excitement to the communities within and outside the Klang Valley. ntv7's newscasters and international artistes from Hong Kong, Singapore and Taiwan were amongst the talent who brought fun and laughter to visitors at the carnival.

- ***Purple Day***

ntv7 has partnered with Suria KLCC as the official station for its first *Purple Day*, which increase awareness of autism. Employees from both organisations volunteered their time for the National Autism Society of Malaysia (NASOM) centre in Klang. They assisted in the refurbishment of the hostel and centre.

- ***Talian Hayat Season 3***

Talian Hayat's focal point lies in the community and environmental issues. The host evaluates these issues critically and it is perhaps the most courageous investigative journalism programme on Malaysian television. *Talian Hayat* broadcasts views from all sides, from the powerful and the celebrated to the grassroots, underdogs and the marginalised. This makes it a show that truly recognises the voices of the rakyat.



community cont'd

• **Project Sunshine**

Malaysia's flexible education system allows children of various ethnicities learn their respective languages in national and vernacular schools. However, despite the nation's efforts to provide education for all, some schools still face a shortage of funds and are forced to seek aid from the community. The community TV show, *Project Sunshine*, is aired for a second season to help national and vernacular primary schools attract financial aid from generous Malaysians. The show's objective is to help these schools, specifically primary schools, solve their problem via an education fund. This is made possible by a partnership with SP Setia Foundation.

• **Finding Angels Season 13 and 14**

A community programme and a heart-stirring show highlights the plight of the less fortunate with the aim of providing hope and making their dreams come true.

• **For the Love of Reading**

ntv7's *The Breakfast Show* host, Daphne Iking, joins the continuous efforts of Media Prima to care for the society by visiting the paediatric wards of Universiti Kebangsaan Malaysia Medical Centre (UKMMC) and Universiti Malaya Centre (UMMC) to share the spirit of Ramadhan before Hari Raya. Iking spent the day at the paediatric wards reading her favourite children's books and also distributed Hari Raya cards and books sponsored by MPH to over a hundred children.

Terry Fox Run

ntv7 has also participated in the Terry Fox Run for Cancer Research which is held annually in numerous countries around the world. 2010 marked the 30th anniversary of the run for hope and the *Home of Feel Good* was proud to have taken part in the awareness-raising event in the run up to the station's own inaugural *Feel Good Run 2011*.

TV3

In its 26th year of operations, TV3's tagline *Inspirasi Hidupku* carries the underlying message which reflects our close relationship with our viewers. TV3 inspires the audience whilst being inspired by its viewers. TV3 emphasizes on the importance of family-friendly programming; be it entertainment, sports, documentary, drama, movie and news. Our content aims to educate, inform and entertain our audience simultaneously.

Moving forward, TV3 will leverage on its exciting programmes and continues to focus on effective corporate branding that reaches out to the masses through its Community Service Responsibility projects such as *Bersamamu* and *Tabung Banjir*, propelling TV3 as the TV station that serves the people in every way. The station also reinforces its brand awareness through various on air and on ground events, such as the successful *Karnival Jom Heboh*.

Karnival Jom Heboh 2010

In line with its concept of togetherness of family and society, *Karnival Jom Heboh 2010* emerges as the epitome of leisureliness for the whole family, parallel with government's agenda and yet received a big round of applause and response in each of the 10 locations visited. The nationwide tour has concluded successfully, including its launching ceremony held in Kelantan that summed up with the participation of 800,000 attendees.

With the remarkable five million visitors per annum, *Karnival Jom Heboh* remains as a platform for TV3 to reach out to its loyal audience, with lots of fun and healthy activities in all shapes and sizes in store. Not to exclude the commercial growth and opportunities, small entrepreneurs gained their chance to celebrate the fiesta, vice versa, to boost the socio-economy standards amongst local endeavours.

TV3 renowned booths like *Studio Cereka*, *Studio 3*, *Kota Ilmu*, *Buletin Utama*, *My TV3* and *TV3 Kids* marked its significance through the flamboyance of TV3 personalities and guest artistes. In extending its care for the needs, *Karnival Jom Heboh* made its way to the selected charity houses to share the excitement with the privileged, for a good start.

SOOPA DOOPA, an adrenaline-pumping game was proudly launched in *Karnival Jom Heboh 2010*, alongside a variety of challenges and games like *SOAPY BALL*, *MAZE*, *OVER THE TOP*, *ZORBING BALL*, *STICKY TUNNEL* and others, which welcomed those who interested to put their strength and endurance to the test.

Konsert Jom Heboh is marked as the peak of the event that front-lined Malaysia's best talents of the industry to the fronts of TV3 loyal audience, featured popular names like M. Nasir, Spider, Yuna, Meet Uncle Hussain, Tomok, Ana Raffali, Alyah, Black, One Nation Emcees and many more.



Aduan Rakyat

TV3 unleashed its brand new programme, aptly entitled *Aduan Rakyat* beginning Wednesday 6 January, 2010. This 13-episode public affairs genre magazine series essentially deals with public disputes using conflict management and resolutions approach, constructive engagement, and public participation, rather than resolving 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, 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 about how to understand and use conflict resolution processes in the public policy arena

360 (Tiga Enam Kosong)

An intriguing magazine-documentary programme, *360* unveils and highlights the country's social issues and alarming concerns in order to raise awareness among TV3 viewers and authorities. Broadcasted live from Sri Pentas every week, in a manner of striking the iron while its hot, *360* has managed to uncover numerous matters on its own.

999

A gripping investigative reporting magazine program that covers crime stories from around the country. Hosted by Hazlin Hussain, now in its 10th year anniversary, the programme catches a glimpse of the world of vices from the safe comforts of your home as the crew goes undercover and reveals the unseen, the untold and the reality of crimes in Malaysia.



Singgah Sahur

Featuring host Ally Iskandar and TV3 crew, supported by celebrity guests, *Singgah Sahur* pays surprise visits to the homes of the less fortunate. NGOs bring them joy by spending time with them, providing food and having sahur together. This is a meal consumed early in the morning before the sun rises and the dawn prayer. This is followed by morning prayers to foster the feeling of togetherness.

This heartfelt programme has always aimed to showcase other people's plights and at the same time feature how people of different backgrounds and locations wake up for sahur early in the morning. Such traits have propelled *Singgah Sahur* to grow progressively popular among Malaysians for the past six years, becoming one of TV3's exceptional annual Ramadan CR-driven programmes.

Bersamamu: Bebaskan Bumi-Palestine Campaign

A special *Bersamamu* feature called *Bebaskan Bumi Palestine* with the appointed ambassador, singer and composer, Faizal Tahir, alongside TV3 crews. The documentary highlighted Faizal's journey and experience as he sheds light on the current dire situation in Lebanon, including the hardships and struggle faced by all Muslims living in a war-torn country.

TV3 had also collaborated with upcoming and talented young singer, Aizat Amdan and his brother, Anas Amdan who wrote and produced a beautiful ballad, *Erti Hari Ini* in conjunction with this special campaign. An exclusive music video was created to mark the occasion and aired on TV3 for several months to convey the message of brotherhood, peace and hope.

Bersamamu: Kem Remaja Bersamamu

"Hulurkan tangan, ringankan beban" - As the catchphrase prevails, a unique collaboration between *Bersamamu*, TV3 and Universiti Teknologi Malaysia (UTM) has created an opportunity where dreams can become reality when *Kem Remaja Bersamamu* was successfully organized, involving youths from the families featured from the *Bersamamu* programme previously.

In addition to extending means and platform to the needy, the 3-day motivational camp not only provided a one-of-a-kind exposure and experience to the participants, but offered numerous courses and briefs, subjects comprised of interesting and relevant topics delivered professionally from guest speakers, such as the insightful *Tazkirah* session, expeditions, video screenings, spiritual and physical exercises, group discussions and special assignments that emphasized on team work and showmanship.

Bersamamu: 2010 Raya Events

More than 30 senior citizens of Kampung Seri Aman, Puchong, and four families in *Bersamamu* TV3 were invited to Buka Puasa with the Cash Band (M) Bhd family on August 22, 2010. Kumpulan Darul Ehsan Bhd (KDE) president Datuk Abdul Karim Munisar handed the goody bags with kain pelikat, batik and duit raya to the old folks. He distributed cash and hampers to the four families. Karim was accompanied by Cash Band Chief Operating Officer, Johan Thomas Low, Quality Hotel Shah Alam general manager Amar Maarof and TV3 Brand Management Group public relations and events manager Muhamad Aziz.

community cont'd



Sinari Lebaran Aidilfitri Bersamamu celebrated 35 kids from Rumah Anak-Anak Yatim Yayasan Pembangunan Insan Nasional (YPIN), Sungai Manggis, Banting, Selangor. Also invited were 8 of the respondents families previously featured on the program who received donations from Tabung TV3 Bersamamu in addition to Syarikat Beras Faiza and Yayasan Aeon. Lembaga Zakat Selangor and Bank Simpanan Nasional (BSN) also gave away zakat money to the needy during the special occasion.

Tabung Becana NSTP-Media Prima (TV3)

On November 3, 2010, given the increasing number of flood victims in the northern states of Malaysia, Media Prima, the New Straits Times Press (M) (NSTP) Berhad launched a joint appeal to raise funds for humanitarian aid and deployed volunteers to assist with aid distribution.

Media Prima, in a working partnership with NSTP continues to play its role in providing the public with timely updates on the crisis and to raise awareness on the relief efforts. There is also an appeal for generous contributions and assistance from the Malaysian public and corporate bodies.

Those affected are in dire need of humanitarian essentials such as food items and drinking water, hygiene kits, blankets, baby food/formula, diapers and other basic necessities. Contributions made by the public will be channeled to affected states to bolster existing relief efforts.

Road Safety Awareness Campaign

There has been an increase in the rate of traffic accidents in the country of late. We recognise the importance of educating the public about road safety. We consider it to be more effective to begin educating children. TV3's Kids News unit and Primeworks organised a road safety awareness event at Great Eastern Mall during the school holidays. The purpose of this event was to raise road safety awareness amongst children. Many parents were eager to allow their children to participate in our event. We captured the children's attention by racing remote control cars on a big circuit. We incorporated some basic road safety information into these activities which covered areas such as traffic lights and the use of pedestrian crossings.

Turtle Adoption at Aquaria KLCC

A turtle adoption ceremony was officiated with TV3's Remaja and Dato' Sri Farid Ridzuan at Aquaria KLCC on August 7, 2010. A turtle was specially selected and tagged with Media Prima's name. This turtle was released into the open sea at Cherating beach. This event was important as it discourages animal captivity and promotes the appreciation of our natural environment without the interference of man. Members of various media and the press were present to cover the event. Our company's involvement in community service was enhanced through this ceremony.

TV9

Since its inception in 2006, TV9 has evolved into a young and vibrant station in line with the station's new tagline, "Di Hatiku", to become the No.2 FTA station in the country and a hit channel amongst kids. To further strengthen TV9's positioning for the year 2011, it will continue to focus on the young mass Malay and the semi urban market without forgetting its existing loyal viewers. This will be translated via a vibrant, fresh look and feel with concentration on entertainment, drama, comedy and reality genres to cater to the needs of the target segments. Amongst TV9's exciting current line-up includes *Akademi Al-Quran*, *Idola Kecil*, *Berita Adik*, *Upin & Ipin*, *Dia Bukan Maryam*, *3 Hari 2 Malam*, *Apa Saja... FBI*, *6 Progresif*, *Hip TV*, *Galaksi*, *Chopp!!* and many more.

In the quest of finding ways that are seamless and easy to deliver rich experiences to its viewers, TV9 has unveiled its brand new prime time slot, *Raudhah*, a fitting name to complement an array of bold yet light Islamic-related programmes such as *Tanyalah Ustaz*, *Halaqah*, *Semanis Kurma* and *Adik & Al-Quran*.

Jaguh

In conjunction with the 2010 Thomas Cup held in Kuala Lumpur last year in May, TV9 and Yonex with the support of the Ministry of Sports and Youth and the Badminton Association of Malaysia introduced a new reality program, aptly named *Jaguh*. *Jaguh* is the first reality program in Malaysia, if not in the world, which introduces this kind of unique concept. With a program like *Jaguh*, TV9 hopes that it could be the best platform to let the fresh talents shine.

This reality programme is opened to all male children from 9 to 11 years of age. Admirable attitude, skilful and great fitness are the imperative expectations which are needed to be a great athlete and to make it big in this program. This program is judged by the coaches from the Badminton Association Malaysia, led by Kwan Yoke Meng (one of Malaysia's badminton singles player who won the Thomas Cup in 1992) and three other experienced coaches, Koah Kar Lin, Salleh Swandi and Shanker Annamalai.

This sports reality programme give a chance to young players to show off their talents and follow the footsteps of their idols, and hopefully, achieve success one day at the international level.

Gadis Melayu Season 3

Three years ago, TV9 began a search to find the icon that would uphold the essence of a true young Malay girl. With the growth of urbanisation and the need and hope for Malays to fully inherit their culture and tradition, the search for a true Malay icon has received a great response. All finalists have undergone numerous physical, mental, spiritual challenges in practicing traditional Malay values. Every season, the contestants are tested in various challenges that would show their skills and ability to embrace their own identity.

Akademi Al-Quran Season 4

This 13-episode reality programme was created in response to TV9's desire to create a resplendent Al-Quran generation.

The programme reveals the ultimate knowledge of Quran recitation such as Tajwid, Tarannum, Bayati, Qiraat and many others. It has received a positive response from more than 600,000 of its viewers since it was first aired. This educational reality program targets the 15 to 25 age group. With more than one million viewers, the weekly programme teaches the right way to recite the Quran. It also educates them to appreciate and understand further the recited verses.

Idola Kecil Season 3

Idola Kecil is a reality programme which demonstrates the ravishing talents of young children. Only one contestant is crowned the champion of *Idola Kecil*. Contestants undergo training which equip them for the grand final concert which features singing, dancing and acting. They are required to be physically and mentally fit and ready to make sure they give their very best.

The programme has received overwhelming support since it was first aired. In 2010, *Idola Kecil* recorded nearly 1.5 million viewers.

New Hope For Orang-Utan School Programme

New Hope for Orang-Utan School Programme was launched in August 2010 for the second year. It is a nationwide campaign to challenge youths and increase the awareness levels on Orang-Utans among the general community.

The programme was headed by BOH Plantations, WWF-Malaysia, TV9 and endorsed by the Ministry of Education (MOE). The school programme centres on empowering youths to play a role in promoting conservation of these primates through various activities and campaigns.

The New Hope for Orang-Utan School Programme was initiated in 2009 with the purpose of creating awareness on the issues facing the Orang-Utans among youths and empowering them to play a role in spreading the message of conservation.

Sua Rasa Event

Sua Rasa unifies the community and embraces a sense of camaraderie. This is demonstrated through various activities and programmes that are skewed towards family and togetherness. TV9 has organised *Sua Rasa* since 2006. Recently, TV9 developed new concepts and improvements for *Sua Rasa* such as a new, refreshing concept, new logo, more wholesome family activities and programmes. Entertaining activities are highlighted during this event including local food exhibitions, sports, wayang pacak, simple stage activities and cooking demonstrations. The concept of wayang pacak is introduced which allows visitors to watch movies in an open space.

This event is held from morning until night and is open to the public from all ages and walks of life. The participants are engaged in many activities for which they will benefit. *Sua Rasa* is held across Malaysia in Terengganu, Kelantan, Johor, Perak, Klang, Shah Alam (Selangor) and Kedah. Celcom is the main sponsor for *Sua Rasa* and the publicity of this event is made through print and radio ads, television talk shows, press write ups, news coverage and promoted on all television stations.

There are also booths to accentuate the content of TV9 such as the search of *Gadis Melayu* and the next talented hosts and also sessions of meet and greet with the personalities of TV9. Activities for children are also held such as young talent search, the recitation of the Muqaddam and Al-Qur'an, story-telling, drawing sessions and quizzes.



community cont'd

8TV

8TV, with its tagline *We're Different*, reaches out to the urban youth and Chinese audiences with high quality foreign programmes and unique local content. Within a short period after its debut on 8 January 2004, 8TV has emerged as one of the hottest media brands in Malaysia.

8TV has also won several awards and recognition from and around Asia. To add to the multiple winnings in the international and local creative awards scene such as the Phoenix Awards, Promax/BDA Awards and the Anugerah Skrin, 8TV recently secured themselves three international awards in two different categories at the 2009 Phoenix Awards that was held in Singapore. In the Opening Credits or Titles for TV Programme category, Silver was awarded for work on the *SHOUT! Awards 2009* promo, while silver and a bronze were bagged in the Campaign to Promote Feature Film or TV Series category. In the 2008 Phoenix Awards, 8TV won four awards in two different categories comprising of the TV Promotional and Film Advertising/Promotion. Showdown 2010 also, picked up the award for Favourite TV Programme at the *SHOUT! Awards 2010*, Best Reality Show at *Anugerah Skrin 2010* and *Anugerah Seri Angkasa 2010*.

8TV has strong brand equity which continues to leverage on its effective on-ground activities with hands-on approach to woo audiences from all walks of life and ages. 8TV is steadily on its way of becoming the No.1 channel of choice for the urban youth and Chinese audience in Malaysia.

Welcome to the Rail World

This is a lifestyle and reality show featuring a lone traveller who uses Malaysia's national train service for 30 days. In a hope to instill the spirit of patriotism and perseverance amongst our viewers, the show features Malaysia and the daily lives of its people, quirky characters and captivating sceneries.

KAMI II

KAMI II documents the adventures and misadventures of a bunch of misfit students who come together under one roof in a local college. These adolescents learn to find music to express their emotions, shape their identities and provide a vehicle to change their complicated personal lives. The show aims to promote the spirit of friendship, tolerance, teamwork and sportsmanship especially amongst the younger generation.

SHOUT! Awards 2010

This is the loudest celebration of the latest in Malaysian music, film, TV and radio. A 2.5 hour special dedicated to recognising those who have made a great impact and creative breakthroughs in Malaysian music, film, TV and radio. It is the first-of-its-kind award show for these four industries. It aims to reward the most deserving artists, actors, radio and TV faces, giving voice to all Malaysians to define the new cool. 2010 marked the second year of the organization of the *SHOUT! Awards*.

Showdown 2010

This is a first of its kind reality dance competition in Malaysia. Exciting hip-hop and fusion dance styles combine with professional training and tricky challenge. Every week, two crews with the fewest votes will be eliminated and only the top four crews will get to the final of *Showdown*.

The show hopes to instill the spirit of unity among different races and to promote the importance of hard work in striving for success. It also promotes a healthy sense of competitiveness amongst the contestants.

8TV Quickie

The daily 15-minute entertainment talk show provides the latest daily news and information. It presents the hottest entertainment news, gossip, music and movie reviews, live event coverage and product reviews. It also offers so much more for all film, TV and music enthusiasts. The show aims to instil the spirit of unity among different races, to create a sense of togetherness and tolerance through the various issues showcased in the daily show.

Estee Lauder's Breast Cancer Awareness Campaign 2010

A Breast Cancer Awareness campaign sponsored by Estee Lauder was organised by 8TV's 8 Style unit. This campaign was held on 15 October 2010 at One Utama Shopping Centre. The main objective of this event was to promote the message that early detection can save lives. In support of the Pink Ribbon campaign, the organisers conducted various activities such as health talks and free clinical breast check-ups. Booths were erected for shoppers to purchase limited editions of Pink Ribbon merchandise and the Evelyn Lauder Pink Ribbon Collection make-up.



Popular singer, Francis Yip, also performed at a charity concert held especially for this campaign, in partnership with the National Cancer Society Malaysia. This year's event marked Estee Lauder's 14th anniversary of the Breast Cancer Awareness campaign in Malaysia.

Chinese Carnival 2010

A one day event to celebrate a harmonious and dynamic Mooncake Festival. This beloved and happening event encourages all races to participate in a series of fun games, meet 8TV personalities, and win big prizes with their loved ones and family.

This carnival is held to encourage Malaysians to cherish their loved ones, and nurtures understanding, tolerance, and harmony among different races during this joyous occasion.

8TV On The Street 2010

The 1st roadshow by a TV station in Malaysia to bring audience live street performances to audiences. Targeting the younger generation who wants excitement and interactivity. There were performances by local artistes and in-house hosts.

This serves as a platform for various local artistes to promote themselves and thus contribute towards the healthy development of the local entertainment industry.

Creative & Charity

8TV as an official TV supporting this community service campaign which was set to create interest in creation among Malaysian youth. Fundraising was done for selected local Non-governmental Organization (NGO) by public's spending raising funds amounting up to RM100,000.

World Vision 30 hours Famine

8TV has been the official TV supporting this campaign for past 3 years. Participants forego solid food for a period of 30 hours. This can be done individually or together with other participants in the Famine Camp organised by groups, associations, offices, schools and educational institutions, churches and other religious institutions.

During the 30-Hour Famine Camp, an educational programme acquaints participants with the world-wide humanitarian work of World Vision, how emergency relief operations are managed, how poor communities are motivated and enabled to break the poverty cycle, the geography of complex humanitarian emergencies and poverty, how ordinary well-wishers can help people in need, etc.

The programme is conducted through mini-talks, video presentations, simulation games and spiritual exercises. There is a fun spirit of togetherness as well as serious thought. At the same time, much-needed money is raised to fund World Vision emergency relief operations and development work in poor communities.

Funds collected from the 30 hour Famine camp is channeled to help World Vision in bringing emergency relief and longer-term development benefits to the children and families in need domestically and internationally.

Harmony In Unity - 1 Malaysia

8TV is the media partner for the event. Organized by Yayasan Guan Yin (YGY) which is incorporated as a non-profit making organization to promote and foster compassion, tolerance, peace and harmony throughout our society. Besides spreading message of kindness and understanding, it also sets out to organize charities and activities to alleviate the plight of the needy and unfortunates.

This event also supports world peace and leverages on specially composed Serene Hymns/ Songs to promote a peaceful mind during the Wesak month which signifies peace and harmony.

Media Prima Radio Networks

Supporting NGOs through PSAs

Media Prima Radio Networks is constantly active in their Corporate Social Responsibility efforts by partnering with various NGO's such as AWAM, BADAN WARISAN, PAWS and NADI to raise awareness to the public about woman's rights, diabetes as well as preserving the heritages of Malaysia just to name a few. Other than that, MPRN organized a Majlis Buka Puasa with orphanages and a Chinese New Year dinner with AWAM. MPRN also actively promotes good life values through Public Service Announcements.

Hot FM

Hot FM Kita Punya

Hot FM launched a special segment called *Hot FM Kita Punya* in January 2010 to support the local music industry. It provides a platform for new bands and artistes to showcase their music. Local musicians responded positively to this initiative. Hot FM further extended the effort by conducting *Workshop Hot FM Kita Punya* which targeted music enthusiasts wishing to enter music industry.



community cont'd

The workshop was held on 10th July at Bentley Music Auditorium and over 200 participants took part. 10 renowned speakers were invited to share their valuable knowledge and experience in the music industry. These speakers were Ahmad Izham Omar, Audi Mok, Arthur Kam, Edris Adrian (Monkey Bone), Mokhtaza Ahmad (Warner Music Malaysia), Shafizawati Shariff (Vocal Teacher), Norman Abdul Halim (KRU), Taja (Meet Uncle Hussain), Edrie Hashim and Faizal Tahir (NSTP & Berita Harian).

Hot FM Jom Studi

In support of education, Hot FM AM Krew championed *Hot FM Jom Studi* – a special Mathematic workshop for SPM students. AM Krew invited Mr. Sunny Yee, a noted math and science facilitator who shared his tips on how to score on the math paper. The workshop that was held on 14th November 2010 in HELP College received a positive response with over 500 students attending from various schools in the Klang Valley.

Berita Harian

Semarak Ramadhan Berita Harian

Semarak Ramadhan is an effective way for us to show our appreciation to our Muslim readers in the holy month of Ramadhan. The event was first held in 2009, with the objective of celebrating the Ramadhan month with local residents at selected areas. We worked closely with local state assemblymen or MPs of the visited places throughout the event. Ambank, Yusof Taiyob Sdn Bhd, Padiberas Nasional Berhad (Bernas) and MKT Link Sdn Bhd were among the sponsors.

The 17 places visited were:

- Selangor - Pangsapuri Sri Semarak, Bukit Beruntung, Rawang (September 2, 2010)
- Selangor - Taman Desa Indah, Ampang (August 23, 2010)
- Kelantan - Jeli (August 14, 2010)
- Pahang - Tanjung Lumpur, Kuantan (August 20, 2010)
- Johor - Gelang Patah, Johor Bharu (August 23, 2010)
- Sarawak - Kampung Patingan, Kuching (August 26, 2010)
- Melaka - Taman Seri Cempaka (September 3, 2010)
- Perlis - Jejawi, Kangar (September 5, 2010)
- Penang - Tasik Gelugor, Butterworth (September 10, 2010)
- Penang - Teluk Bahang, Balik Pulau (September 13, 2010)
- Negri Sembilan - Taman Rasa Sayang, Senawang (August 30, 2010)
- Negri Sembilan - Rompin (September 14, 2010)
- Terengganu - Kijal, Kemaman (August 13, 2010)
- Terengganu - Kg. Seberang Baroh Tok Molor, Kuala Terengganu (September 3, 2010)
- Terengganu - Sura, Dungun (August 19, 2010)
- Sabah - Kota Kinabalu (August 28, 2010)
- Perak - Ipoh (August 24, 2010)

Harian Metro

Titipan Kasih Bersama Harian Metro

Titipan Kasih Bersama Harian Metro was started by Harian Metro in 2010 to help the less fortunate. This programme featured their plight under the 'Metro Prihatin' column in Harian Metro. Harian Metro selected one case per state and contributed some basic groceries and financial aid to settle outstanding school fees and utility bills.

11 places visited were:

- Kedah - Kg. Hilir Tandop, Kubang Rotan, Alor Setar (December 20, 2010)
- Perlis - Kampung Bahagia, Kuala Perlis (November 1, 2010)
- Penang - Kg. Berangan Sembilan, Bukit Teh, Bukit Mertajam (October 29, 2010)
- Johor - Taman Cendana, Pasir Gudang (September 26, 2010)
- Melaka - Kampung Bukit Bayan, Bukit Katil (August 21, 2010)
- Selangor - Felda Gedangsa, Kuala Kubu Bharu (January 29, 2010)
- Sarawak - Kg. Midin, Semariang, Petrajaya (May 22, 2010)
- Terengganu - Kg. Seberang Pintas, Dungun (May 1, 2010)
- Pahang - Perumahan LKNP, Jerantut (March 29, 2010)
- Kuala Lumpur - PPR Pekan Batu, Jalan Ipoh (June 28, 2010)
- Negri Sembilan - Jalan Tok Dagang, Paroi (February 25, 2010)

Two special activities were launched to coincide with Harian Metro's 20th anniversary celebration. These events were held at Madrasah Raudatul Ulum, Batang Kali, Selangor (October 16, 2010) and Rumah Lindungan Kasih, Taman Suria, Tampin, Negri Sembilan (December 4, 2010). NSTP performed volunteer work such as painting and repairing the homes. They also donated book shelves, cupboards, used computers and other electrical items.

Titipan Kasih also organised charity visits to two places during Ramadhan. Excursions to Rumah Tunas Harapan & Baitul Hidayah, Kuala Selangor, Selangor and Kampung Ulu Kuang, Chemor, Perak occurred on August 29, 2010 and September 4, 2010 respectively. NurBeauty Line, Maybank, Firefly, Tesco, Padiberas Nasional Berhad, Iltizam Perkasa, Giant, Yusof Taiyob Sdn Bhd, Ambank, Old Town White Coffee and Islamic Relief Malaysia sponsored these events. On September 16, 2010, Harian Metro launched *Tabung Dana Titipan Kasih* as a medium for organisations and individuals to pledge their donations for the programme.

The scheme was initiated last year with the objective of helping orphans, single mothers and poor families in the spirit of Ramadhan and Hari Raya Aidilfitri. *Titipan Kasih* was supported by sponsors who contributed relevant items to the recipients. It was also a platform for the Harian Metro editorial staff and other NSTP units to be on the ground with local people undertaking *gotong-royong*. This enabled us to continue improving our working relationship with local ADUNs and community groups.

- **Harian Metro Photo Exhibition**

This exhibition was organised in conjunction with the Harian Metro 20th Anniversary from November 26 to December 12, 2010 in the Danga City Mall, Johor Bahru. It was held on December 14 to 28, 2010 in Kluang Mall, Kluang. Photos and best-featured articles of Harian Metro since 1991 were exhibited.

NSTP

Photo Exhibitions

NSTP held several photo exhibitions with different themes, primarily to promote the rich archives and photo collection of the NSTP Resource Centre. Its aim is to promote the transfer of information and historical facts especially to the younger generation. It created awareness of the wealth of NSTP Resource Centre's archives consisting of six million pages of newspaper clippings and 6.7 million photographs dating back to the 1850s. This served as a platform for NSTP to promote its own News & Image Bank (nib.com.my). There were also merchandise on sale such as *Tunku In His Own Words* Book, *Lat: The Early Series* Book, NST September 1st, 1957 reprinted issues and NIB collectibles.

- **Dance Malaysia Photo Exhibition**

This event aimed to celebrate the beauty, grace and rhythm of cultural heritage through dance during the Merdeka Day celebrations. The exhibition was held from August 27 – September 17, 2010 in collaboration with Bangsar Shopping Centre and Bandar Raya Developments Berhad. 40 reproductions of news clipping and 53 photographs of dance since Malaysia's independence were on display. The exhibition also featured a screening of footages on dance courtesy of Filem Negara Malaysia and TV3.



NSTP Deepavali Open House

An open house was held on November 20, 2010 at Driveway, BB Bangsar which aimed to create a closer relationship between the management and newspaper vendors. The event was organised for all NSTP newspaper vendors in the Klang Valley and Seremban; nearly 1,000 vendors and their families attended.

NSTP Charity Festive Visit

This inaugural event aims to celebrate the major festivals of Hari Raya, Chinese New Year, Deepavali and Christmas with occupants of old people's homes and orphanages. Senior management personnel and employees participated in the visits. Activities conducted included health check-ups, the giving of ang pow or 'duit raya' and the donation of basic groceries and necessities.

4 places visited were:

- Rumah Sejahtera, Seri Kembangan (February 18, 2010)
- Agathian Shelter, Petaling Jaya (November 11, 2010)
- Rumah Al-Ikhlas, Pulau Meranti (November 23, 2010)
- Pusat Jagaan Insan Istimewa, Semenyih (December 22, 2010)

NSTP Health Conscious Activities at BB Bangsar

Various health-related activities were conducted to promote healthy lifestyle and create greater awareness on preventive health measures. Among the activities were:

- A Blood Donation Drive by Pusat Darah Negara held on February 11, 2010
- An NSTP Health Awareness Programme, which was held on June 2, 2010 with participation from Pusat Darah Negara, Anlene, Siemens and National Kidney Foundation Malaysian. The Programme was repeated on October 29, 2010 with participation from Pfizer, Tropicana Hospital, Tun Hussien Onn Eye Specialist Hospital, Tanamera, Herbalife, Pusat Darah Negara and Sara Lee.



Primeworks

2010 Open Day for Finas with Grand Brilliance

This open day was held in collaboration with Grand Brilliance's (GB) Film and Drama unit. It was hosted at Komplek Studio Melaka on February 23, 2010. Some of the activities during the open day included screenings of local films and documentaries, performances by local artists and a 'meet the fans' session.

'Talentine' movie screening at Rumah Seri Kenangan, Seremban

On October 29, 2010, Primeworks and Malayan Banking Berhad (Maybank) organised a movie screening of 'Talentine' by the late Yasmin Ahmad. This viewing was held to raise money for an old people's home, Rumah Seri Kenangan in Seremban. The home houses an estimated number of 260 elderly people which were aged 60 and above. We were able to help these senior citizens in their daily needs and supplies at the home.

Investor Relations

Media Prima believes that maximising its corporate value is part of meeting the expectations of its shareholders and investors. In order to maintain close relations with these stakeholders, Media Prima works to ensure that it has good understanding of all the Group's activities. This is achieved through proactive investor relations (IR) efforts in accordance with the concept of fair and timely disclosure of corporate information.

For 2010, Media Prima continued its commitment to providing a communication platform between the Company and the investment community and to ensuring accurate, consistent, useful, and timely flow of current updates and financial information of the Group, its business and its activities to the investment community. We regularly communicate with the investment community in conformity with disclosure requirements. Various corporate announcements were made during the year which includes timely release of the quarterly financial results and announcements of corporate proposals, supplemented by presentation materials prepared by the Company where applicable.

Formal and informal briefings and one-to-one meetings were also conducted with equity analysts, fund managers and institutional investors pursuant to the release of announcements on the quarterly financial results and major corporate proposals to Bursa Malaysia Securities Berhad, providing updates on the Group's strategy, performance and major developments.

Pertinent information on the Group is also available in the annual reports and on the Company's website at www.mediaprima.com.my. The Company's website is designed to be a corporate website whose target audience is broadly divided into investment professionals and general investors. The website offers different investor-friendly features by providing to investors, inter-alia, access to corporate presentations of the Group and the Group's latest capital structure through the fact sheet.

We have actively participated in individual meetings with fund managers or analysts and major institutional investors in and outside Malaysia. Investor opinion is obtained through these meetings, phone/ conference calls with foreign shareholders (e.g. Harris Associates) and foreign fund managers and comments submitted through the Group's website and also through question and answer sessions conducted at company briefings.

In 2010, three investor/ analyst briefings were held. An investor/analyst briefing for the financial and business review for the three-month period ending 30 March 2010 was held on 18 May 2010. On August 23 2010, we held our investor/analyst briefing for the financial and business review for the six-month period ending 30 June 2010. An investor/analyst briefing was not conducted for the financial and business review for the 9-month period ended 30 September 2010. However, for that quarter, presentation slides for investors and analysts were sent out on 16 November 2010 following the results announcement to Bursa Malaysia on the same day. The investor/analyst briefing for the financial and business review for the financial year ended 31 December 2010 was held on 23 February 2011.

Various one-to-one meetings were conducted with analysts and fund managers throughout the year. Mini road-shows were organised throughout November and December 2010 with the shareholders of NSTP and Media Prima. We also participated in various meetings and conferences throughout 2010 including:

- Invest Malaysia 2010 (30-31 March 2010)
- CLSA Corporate Access Day in Singapore (12-14 May 2010)
- CLSA Corporate Access Event in Singapore (July 2010)
- Invest Malaysia Europe (29 June – 2 July 2010)
- Maybank Investment road show in Singapore (6 August 2010)
- RBS ASEAN Access Conference in London (27-28 September 2010)
- Maybank Investment local road show (13 -14 October 2010)

An Investor Relations Survey was conducted between 15 December 2010 and 28 January 2011. The respondents included selected analysts, shareholders and fund managers. This allowed the management of Media Prima to assess the levels of satisfaction and the effectiveness of its investor relations activities for the year ended 31 December 2010. The survey was structured into the following sections:

- Management;
- Annual Report;
- Quarterly Reports;
- Communications;
- Website; and
- General

Responses were limited to the following commonly used five point Likert Scale for ease of comparison:

RESPONSE	RATING
Very Good	5
Good	4
Average	3
Poor	2
Very Poor	1

The results of the Investor Relations Survey 2010 were analysed and general verbal feedback was obtained from the institutional investors and analysts. It was found that the level of transparency and communication was excellent.

The overall result of 3.92 average rating points exceeds Media Prima's KPI target on IR Survey of 3.75 average rating points. We remain committed to providing a good communication platform between Media Prima and the investment community. We also aim to provide an accurate, consistent, useful and timely flow of current updates and financial information of the Group, its business and activities to the investment community. We acknowledge the need to balance the improvement of the reporting platform areas as highlighted while adhering to regulatory rules of disclosure.

External recognition was also achieved by Media Prima's Investor Relations function during the year. Earlier in 2010, Minority Shareholder Watchdog Group (MSWG) conducted surveys on public listed companies under the MCG Index in search of companies that upheld best practices in transparency, strong corporate culture and governance practices. The methodology compiled for this index included conformance, performance and practices of the companies.

Media Prima was awarded "Industry Excellence Award Media" and the "Top 100 Companies" by Malaysian Shareholders Watchdog Group at the inaugural Malaysian Corporate Governance Index (MCG Index) 2010 event on 14 December 2010.

These achievements validate the efforts to continuously enhance shareholder value and also encourage us to sustain the standards set and continue our focused drive towards creating shareholder value.

Corruption

Media Prima is committed to strictly forbidding corruption and fraud. This is explicitly stated in the company's directive on business ethics that it conducts its business activities in an ethical manner. We expect the highest standards of conduct and integrity from our employees, directors, shareholders, consultants, contractors and the public. A Fraud Prevention Manual, developed by the Corporate Governance and Risk Management Department, has been made available to all our directors and employees.

We provide anti-corruption training to all our employees based on the Fraud Prevention Manual as part of our commitment to promoting ethical behaviour. It is highlighted very clearly in the Company's Code of Conduct that any form of bribery is not tolerated. Employees cannot put themselves in an obligated or compromised position in any business dealing. Employees should not accept gifts from principals, vendors, suppliers, contractors, customers and other third parties that may influence or are perceived to be able to influence decision-making process. Media Prima does not receive any illegal financial assistance from the Government or any political organisations. There have been no significant penalties for non-compliance with applicable laws and regulations with regard to corruption.

Anti-Competitive Behaviour

Media Prima abides by the governing acts, authorities, rules and regulations in respecting healthy competition in the industry. The Company handles many forms of transactions and undertakes various types of business activities. Any form of business undertakings are carefully overseen, to avoid the implications of money laundering as defined by the statutory laws. We are pleased to report that there were no incidents or penalties for violations involving anti-competitive, anti-trust and monopolistic practices at any time during this period. We are also pleased to report that there was no significant incident or penalties for non-compliance with laws and regulations at any time during this reporting period.



workplace



WORKPLACE

Media Prima aims to create 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 clear guidelines on responsibility and accountability which applies to the customers, vendors, suppliers and contractors.

OCCUPATIONAL, SAFETY AND HEALTH

Media Prima continues to improve the safety of the workplace and aims to guarantee a conducive and safe working environment in which all employees feel secure to perform their assigned tasks.

Media Prima has established a Safety and Health Committee composed of representatives from the Company and the workers union. The Committee consists of 14% Board members, 38% management and 48% employees. The Committee was established to ensure that all the regulations stipulated in the Occupational Safety and Health Act of 1994 are enforced throughout the company. The Committee is responsible for safety and health issues at the place of work. It also oversees the Company's business in Malaysia and takes disciplinary action against any category of employees that contravene the regulations in respect of safety, health and working environment.

The company also aims to ensure all activities are performed in a way that protects the safety of all employees.

The collective agreement at Media Prima includes aspects of Organisational Health and Safety (OSH) which are required to be supervised by the Safety and Health Committee. Areas covered by the Committee include:

- The organisation of health and safety programmes in the running of its business.
- Guaranteeing actions are taken if breaches of the Occupational Safety and Health Act 1994 by employees occur.
- Monitoring all safety rules and regulations, ensuring company occupational safety procedures are enforced and periodically checking that all employees are aware of the OSH regulations.

- Ensuring that when disputes arise, which are related to the interpretation or implementation of the regulations, the issue will be dealt with internally and referred to the Industrial Court if no agreements can be reached.
- Applying disciplinary action for employees that contravene the Company's rules and regulations.

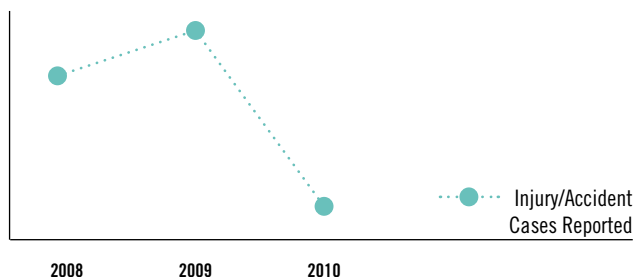
The OSH manual has been reviewed and is pending approval following the implementation of OSHAS 18001 in all companies other than TV3.

Additional efforts to guarantee the safe development of Media Prima's activities are also conducted such as providing training for new intakes and current employees. The area of safety training and the allocation of employees in 2010 are as follows:

2010 Employee Allocations for OSH training

NO	TRAINING TITLE	PAX
1	Contractor Control refresher seminar	30
2	OSH Awareness for manager/supervisor	34
3	Manual Handling and ergonomics for Production Crews	31
4	Practicing ergonomics at the work place	28
5	Office ergonomics for Media Prima workforce	43
6	Women response technique training	35
7	First Aid and CPR Training	31
8	Instant Span Scaffolding Training	10
9	Climbing Tower and rooftop Training	20

OSH Injury and Accident Statistics 2008-2010



OSH Topics Covered in Collective Agreements

The Company practices its responsibility in providing a safe and healthy workplace through its Union. Media Prima recognises the worker's union as the principal to negotiate on behalf of all employees under the Company service. 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
- 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 to ensure the provision of medical facilities on-site
- The provision and allowance of safety and health benefits including medical, insurance, retirement and other type of illness

workplace cont'd

Health Awareness Programme

Media Prima provides medical benefits to all employees and their immediate families. The Company is also committed to preventing the spread of serious disease. We continue to provide awareness to our employees on the outbreak of any disease in the country such as the Influenza A or H1N1. The Company maintains a safe and healthy working environment by organising relevant programmes when such issues arise. Notices on preventive approach is displayed clearly on each floor and in the lifts. Our online tools, 'People Connect', publish articles on the risk, prevention and treatment of serious diseases. This medium provides awareness to employees and the community. Media Prima's Safety and Health Committee is responsible in monitoring the statistics of reported cases.

NON-DISCRIMINATION AND LOCAL HIRING

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.

Media Prima always conforms to global labour standards. The Company believes it must abide by the national laws of each country in which it operates. It should also conduct its business in accordance with internationally accepted practises and procedures. Media Prima outlines the minimum labour standards extended to all co-workers in its Corporate Code of Conduct and Ethics policy.

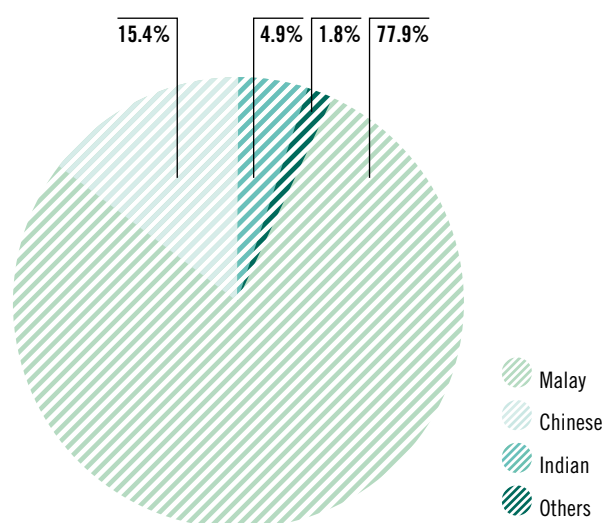
Media Prima's workforce consists of close to 100% local employees; all of which work on a full-time basis in Malaysia.

The total number of employees in Media Prima from 2008 are listed below:

YEAR	NUMBER OF EMPLOYEES
2008	1747
2009	1924
2010	2064

In 2010, Media Prima's workforce consisted of 2064 employees: 853 are male and 1211 female. Managerial positions are currently held by 43 females within the company.

The percentage of employees according to race is as follows:

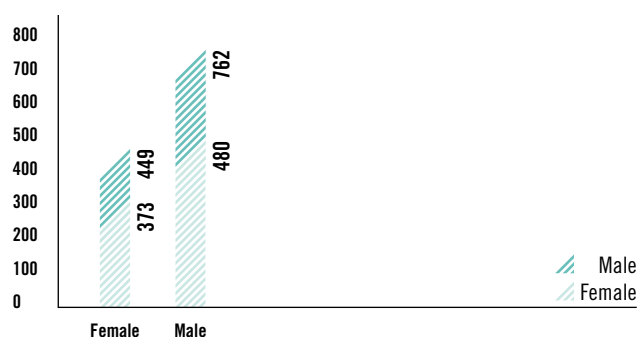


Number of newly hired employees in 2008-2010

The table below shows the gender ratio of new recruits for contract and permanent positions from the years 2008 to 2010.

2008	Contract	Female	97
		Male	95
	Permanent	Female	19
		Male	26
2009	Contract	Female	66
		Male	73
	Permanent	Female	13
		Male	9
2010	Contract	Female	148
		Male	191
	Permanent	Female	12
		Male	8

Employees Turnover by Type and Gender



There are no disparities in pay between men and women. We have a fair pay policy regardless of position and gender. Although there is no minimum wage law in Malaysia, we benchmark our salary and benefits across the sector and we are within the upper market rates. There is no discrimination in pay or position between the men and women within the Company. Our salary ratio between men and women is 1:1.

HUMAN CAPITAL DEVELOPMENT

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

A total of 75 courses were conducted internally during 2010. This represents 35% of the total training organized and 56% of total training man days.

Internal and external training calendar for Media Prima 2010

INTERNAL	# OF COURSES	# OF ATTENDEES	MAN DAYS	INVESTMENT
Functional	50	1,085	1,755	414,281
Organizational	15	805	769	227,710
Leadership	10	260	260	111,550
SUBTOTAL	75	2,000	2,783	753,542
EXTERNAL				
Functional	134	1,232	2,127	413,954
Organizational	3	105	54	2,452
Leadership	2	22	45	540
SUBTOTAL	139	1,359	2,226	416,946
TOTAL 2010	214	3,359	5,009	1,170,488

Retreats

The Board of Directors attended a continuous learning session in leadership on October 28th 2010 in Carcosa Seri Negara. This session formed part of the annual Board training certification policy. Guest speakers attending the retreat included the Professor Emeritus Tan Sri Dato Sri Dr. Lim Kok Wing from Lim Kok Wing University and Mr. Bill Foo from ANZ Singapore.

A yearly management retreat has taken place each year since 2007. May 2010's retreat was hosted in Hard Rock Hotel in Penang. It presented an opportunity for decision makers to share ideas on Company performance and brainstorm visions of strategy and focus for the following year. This retreat was attended by 60 managers.

A Talent Pool retreat has also been organised annually since 2007. The latest event occurred in July 27th 2010 in Saujana Subang which was attended by 160 employees. This retreat aims to capture the creativity of high performing employees from the Finance, Sales, Business Development and Support Services departments.

Knowledge Sharing of Leaders

Two events were held during 2010 which focused on capacity development activities. The first was hosted on 9th July in Sri Pentas and a second in the Renaissance Hotel on 27th September. The 'Inspirational Series and Knowledge Sharing Leaders' was created to inspire and enlighten employees allowing them to engage closely with recognized figures such as Tun Dr Mahathir Mohamad. More than 200 participants took part in the talks.

Media Prima has also incorporated a number of Human Development Specialized Tracks which include a Business Executive Programme, Journalists Pre-entry Curriculum, Young Engineering Programme and Employee Communication and Participation.

Business Executive Programme

Media Prima has specialized tracks for Business Executives and Engineers. It was created to strengthen the engineering department. In total, 13 participants participated in the programmes.

workplace cont'd

Journalists Pre-entry Curriculum (JPEC)

A three-month pre-entry programme introduces participants to the basics of journalism using classroom sessions and on-the-job training. 18 candidates were selected from 30 applicants to participate in the programme which was held during August and September 2010.

Young Engineering Programme

A Youth Engineering Programme was introduced during October and November 2010 which accepts between three and five candidates. The programme aims to engage with idoneous members in the Engineering Department to fill positions from basic camera handling to satellite operations.

Training in our subsidiary, Big Tree, is outsourced mainly via the Human Resources Development Fund (HRDF). It is divided into four main areas of human development which include technical; computer, information and technology; supervisory and quality and productivity. Executive and Non Executive employees can attend these training sessions. On occasions, training is required which is not included in the HRDF catalogue. Priority is given to the comprehensive human development KPIs and training is commissioned using Company funds.

Executive-level employees receive an average of 35 hours or five man-days of training per year in their area of expertise. Non-executive employees received an average of 21 hours or three man-days. Training assessment is based on KPIs and performance on a quarterly and yearly review. 100 per cent of the KPIs in 2009 were achieved. The KPIs include six main areas of interest:

- Site development
- Licenses
- Site Maintenance
- Updating of Records
- Group Initiatives
- Personal Development approaching five key competences:
 - o Orientation
 - o Analytical Thinking
 - o Customer Service
 - o Initiative
 - o Integrity

EMPLOYEES COMMUNICATION AND PARTICIPATION

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.

Big Tree engages with employees through Coffee Sessions and Town Hall Meetings. Company and Management Retreats are also used. All are in-line with Media Prima's Human Resources training programmes. We provide effective mechanisms for communication, complaints and feedback. The programmes are designed to help us listen to our employees, engage in dialogue on critical issues and improve their job satisfaction.

We conduct an annual in-depth employee survey to understand the views of our employees more fully and take advantage of their innovative suggestions. Possible scores range from one to six with six being the highest score. In 2010, 75 employees were invited to participate in the Workplace Satisfaction Survey. It was completed by 62 employees and a response rate of 83% was achieved.

The responses to the Workplace Satisfaction Survey 2010 were as follows:

SCORE	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
1	0	0
2	0	0
3	16	25.8
4	38	61.3
5	8	12.9
6	0	0

74.2 per cent of employees indicate they are satisfied with the workplace with 61.3 per cent scoring their satisfaction with 4.

RECOGNISING ACHIEVEMENTS

The benefits provided by Media Prima are comprehensive and numerous.

Bonuses, Claims and Remuneration

Media Prima gives a Productivity Incentive Bonus each year to all eligible employees based in their productivity and the Company's profits. A Mileage Claim Allowance is provided for employees who must travel in the discharge of his or her duties and for assignments between 10 pm and 6 am. A Transfer Allowance is given to employees that are transferred or reassigned within Malaysia.

Employees who are required or scheduled to start work between 10 pm and 5 am receive a night shift allowance. A shift allowance is also given for employees who work on other shifts.

A Call Back Allowance is given to employees who are requested or required to return to work for an urgent assignment. This covers travelling expenses from his or her home to the office or to any other places of work and back to his home if transportation is not provided by the company.

Employees who are assigned to work beyond a 32 kilometres radius from his or her work area are also eligible for certain benefits. A Subsistence Allowance is given to employees for day trips or those which are required to stay overnight. A Lodging Allowance has been allocated for employees requested to work at a place other than his or her usual place of work. The Company will bear actual lodging costs if an employee stays in a lodging house or pays an allowance if no lodging is provided. Employees staying overnight are eligible for a Laundry Allowance and those assigned to work abroad receive a Subsistence Allowance depending on the country which they are staying. An Inconvenience Allowance compensates employees who are required to stay in places with no basic amenities such as electricity, fresh water and toilet facilities. The Overseas Clothing Allowance provides employees working overseas with RM500 payable triennially for the purchase of clothes in areas in which the climate is different.

Other specific benefits and allowances include:

- Aerial and Marine Allowance
- Diving Parachuting and Flying Machine Allowance
- VIP Allowance
- Acting Allowance
- High Risk Allowance
- Able Body Allowance

Leave benefits

The annual leave of all Media Prima and its subsidiaries' employees increases according to the number of years served in the Company. The paid leave is calculated as follows:

- From the first calendar year until the end of the fifth year – 17 days
- From the sixth calendar year until the end of the tenth year – 22 days
- Eleventh calendar year and thereafter – 25 days

A Pilgrimage Leave for 42 days is provided once during the course of employment for employees after 5 uninterrupted years of service. In 2009, the Company authorised 79 pilgrimages. A Compassionate or Disaster Leave is provided for Death or Natural Disaster and leave is granted for Marriage and Paternity.

An employee is granted full pay Medical Leave each year up to 28 days per year if no hospitalization is required or 75 days if hospitalisation is necessary. Prolonged Illness Leave covers employees with critical illnesses.

Maternity Leave of sixty 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. There is also 'Full Pay, Half Pay and No Pay Leave' for employees who organize or participate in extra mural activities which boost the name and image of the Company or nation.

Additional benefits

Other benefits include Driving Licence Fees, Uniform and Laundry Expenses, Life Insurance, Eye Health, Medical Benefits including dental and specialist treatments.

Additionally to the benefits already listed for Media Prima, in 2010 the benefits for all Big Tree employees were revised to include:

- Increased medical coverage to RM5,000 and extended to employee's spouse and children
- Dental coverage of RM1,000 and extended to employees' spouses and children
- Revised Car and Petrol allowance for Senior Management and managerial levels
- Revised leave benefits including Annual Leave entitlement, Hospitalization Leave, Marriage Leave and Paternity Leave.
- Added benefits for Professional Membership and Club Membership
- Added benefits for credit card for senior management
- Revised insurance coverage

Performance Appraisal

Media Prima has introduced a 360 degree feedback system which is also referred to as the multirater or multisource feedback. It provides employees with performance feedback from supervisors, co-workers, peers, customers and reporting staff. It also includes self-assessment.

Employees' compensation is determined by their performance which is measured across various Key Performance Indicators (KPIs). Media Prima uses a point-based system which ranges from 2 to 5 in determining the weight of the bonus (5 being the highest performing). This process is used to assess all employees (100%). The percentage of employees achieving each performing level and the entitlement of each level is listed below:

POINT	PERCENTAGE OF EMPLOYEES (%)	BONUS QUANTUM
2	1	0
3	27	1.72 of the base salary
4	59	2.23 of the base salary
5	13	3.47 of the base salary

workplace cont'd

COLLECTIVE AGREEMENTS AND FREEDOM OF ASSOCIATION

Stesen Televisyen Malaysia Berhad (STMB) has a Collective Agreement with Kesatuan Sekerja Kakitangan Sistem Televisyen Malaysia Berhad under the Trade Union Act of 1959. This agreement provides a clear understanding of the terms of the relationship between the Company and the Union in matters which include:

- Terms and conditions of services
- Clarification of the rights and responsibilities of the Company, its employees, the Union and its membership
- Facilitating negotiations in event of a misunderstanding or grievance occurring between the parties.

Media Prima recognises the Union as the principle body in negotiating for and on behalf of employees belonging to the Union.

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 rewarded since no discrimination incidents or violations of employee rights were reported during 2010.

Employees intending to carry out their duties or exercise their rights as an official of the Trade Union can apply for leave.

EMPLOYEE GRIEVANCE PROCEDURE

The Employee Grievance Policy is a policy that governs the management of work related concerns / issues raised by employees via a structured and secured channel.

It seeks to provide guidelines for resolving work related employee complaints in a structured manner to maintain a pleasant, conducive and harmonious work environment.

EMPLOYEE GRIEVANCE CONDITIONS

- All grievances shall be made in writing by an employee to any person of higher authority
- Wherever possible, relevant superiors shall attempt to resolve the grievance at their respective levels before escalating to a higher reporting level.
- All grievances raised shall be given due consideration without prejudice.
- All grievances raised shall be treated in confidence.

RESPONSIBILITIES

- The concerned employee shall raised his / her grievance to this / her immediate superior / Head of Department for action to be taken.
- The immediate superior / Head of Department of the concerned employee, to whom the grievance is brought up to, shall ensure that the Human Resource Department is kept informed at all times.
- Where required, the Human Resource Department shall look into the grievance raised and take the appropriate actions to address the concern.
- The concerned employees shall not do anything to jeopardise or tarnish the good reputation and image of the company and will maintain peace and harmony in the company.

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 method of communications. 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 according to Malaysia's Industrial Relations Act 1967. The Union use the Company's notice board to disseminate information to employees.

HUMAN RIGHTS

Media Prima recognizes that it has a responsibility to protect employees' Human Rights. The Company ensures Human Rights procedures are respected, implemented and followed throughout all operations. These include policies and procedures in non-discrimination, freedom of association, ethical behaviour and employee grievance. Human Rights have been included in our Human Resources Policy and are incorporated in our procurement practices as part of our supplier screening. This policy is clearly stated in our employee handbook which is distributed to all new recruits including security personnel. Media Prima communicates this policy and includes issues of discrimination and diversity in its training programmes.

Media Prima is pleased to report that there have been no significant 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 incidents of violations of human rights involving the rights of indigenous people at any time in the Company's history.



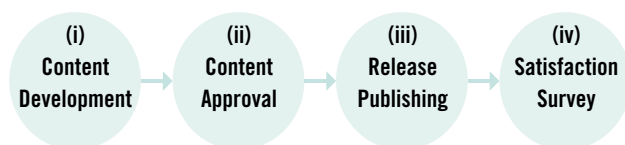
marketplace



MARKETPLACE

PRODUCT RESPONSIBILITY – LIFE CYCLE STAGES

Media Prima is committed to establishing a horizontal specialization system based on collaboration with stakeholders including the Government, customers, suppliers and the community. We support our customers by providing high quality products and assist our suppliers in optimising sustainable supply chain systems. The production flow is illustrated in the diagram below.



(i) Content Development

Media Prima works closely with Primeworks, Malaysia's largest production company, in the content creation process. Primeworks is responsible from developing concepts, the format of the programme and the complete execution of production. Raw concepts are evaluated and aligned with the needs of the client and audience. These concepts are researched thoroughly before being developed into a complete production. The content development team generates material internally but also identifies talents and ideas from various external sources.

(ii) Content Approval

Media Prima's pre-recorded programmes are required to be submitted to the Lembaga Penapisan Filem (LPF) under the Home Ministry for censorship purposes under the provision of the Film Censorship Act 2002. This statutory requirement encompasses all programmes acquired from both local and foreign suppliers. LPF officers are stationed in Media Prima premises in order to ensure smooth operation of this requirement.

In addition, Media Prima also has a unit called the Content Control Unit under the Brand Management Group which is tasked with the duty to review all programmes prior to their broadcast in order to ensure the appropriateness or suitability of its content for its various target audience.

(iii) Release / Publishing

Responsible Marketing

Media Prima adheres to the national policy of responsible marketing set by LPF. 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.

Television Content Rating Systems

Television content rating systems give viewers an indication of the suitability of programmes for children and adults. Media Prima complies with the rating system which was implemented in Malaysia in 1996. A movie ratings system has also been implemented. The general classifications of ratings are as follows:

- U: General viewing for all ages
- PG-13: Parental guidance suggested for children below 13 years of age. This classification was introduced in 2009
- 18+: For viewers aged 18 and above as these programmes may contain explicit scenes and mature content. Such programmes are only broadcast between 10pm and 6am

Media Prima has not faced any significant incidents of non-compliance with regulations relating to its programmes' labels. The Company considers all age groups of its viewers while developing and scheduling its programmes. We are pleased to report that there has been no incident of non-compliance on the labelling of our programmes.

(iv) Customer Satisfaction and Processes

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 reported. Standard information is also collected across all major demographics.

2009	TV3	ntv7	8TV	TV9	TOTAL
Target	SHARE	SHARE	SHARE	SHARE	SHARE
TOTAL 4+	30.3	6.1	5.1	8.7	50.2
CHINESE 4+	4.4	20.8	18.5	1.6	45.3
MALAY 4+	41.2	2.3	1.6	11.7	56.8
URBAN 4+	25.4	7.0	5.7	7.4	45.5
2010	TV3	ntv7	8TV	TV9	TOTAL
Target	SHARE	SHARE	SHARE	SHARE	SHARE
TOTAL 4+	28.1	5.4	5.4	7.7	46.6
CHINESE 4+	3.2	19.1	21.3	1.0	44.6
MALAY 4+	38.6	2.0	1.5	10.7	52.8
URBAN 4+	23.8	6.3	6.3	6.5	42.9

The charts above show the audience share by channel and the total share of the population according to major demographics for 2009 and 2010.

marketplace cont'd

The 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 since 2010. The Customer Complaint process addresses the expected timeline for resolving complaints. It ensures that 90% of all complaints are resolved within 15 days.

STRENGTHENING OUR SYSTEM WITH STRATEGIC PARTNERS AND LOCAL SUPPLIERS

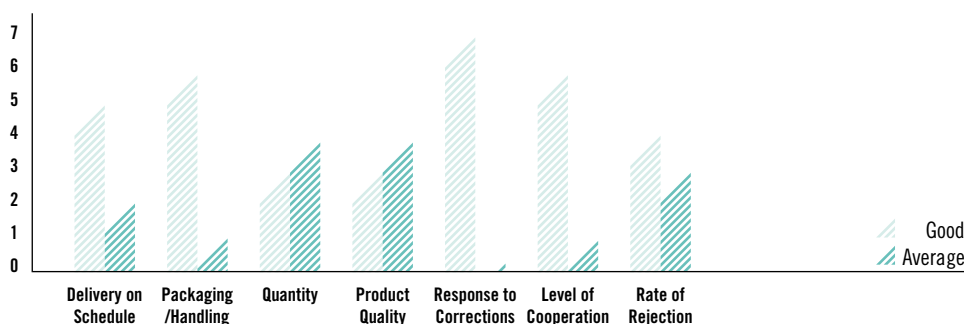
Media Prima shares its corporate philosophies and business goals with its suppliers ensuring strong long-term partnerships. We promote our procurement activities based on our basic policies of fairness, compliance or ethics and social responsibility. Although Media Prima has no specific policy on local suppliers, more than 70% of its suppliers are local.

Strategic partners form the core of BTO's business practices. We continue to strengthen our systems to cooperate with our suppliers. As part of its continuous efforts in delivering quality products and services to our clients, BTO has implemented detailed suppliers selection guidelines which assess the following five core criteria:

- Supplier quality of products or services: Suppliers are expected to have achieved ISO 9001 or other certifications, pass sample tests and the BTO in-house test
- 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

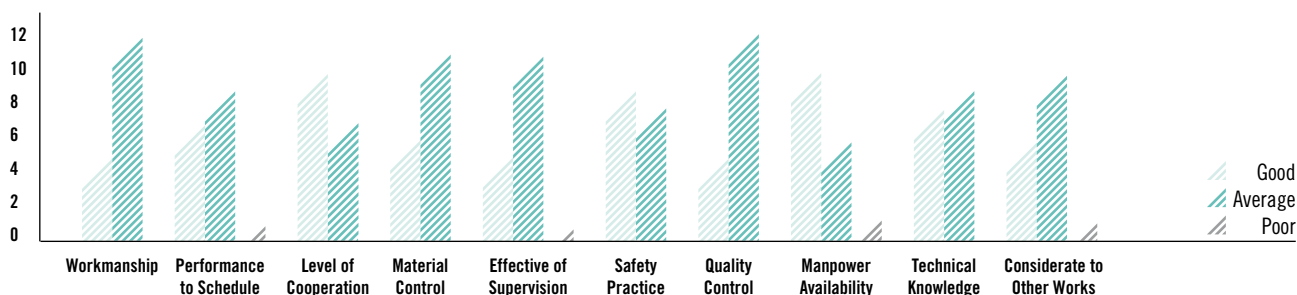
We continue to support our suppliers in their efforts to improve quality. We hold a 'Suppliers and Sub-contractors Performance Evaluation System' each year. During this evaluation process, the senior project executive or procurement executive identify suppliers' performance gaps and sets a time-line for improvement. This is a point-based evaluation system: three is good, two is average and one is poor. The table below shows the results of the 2010 assessment of suppliers.

Suppliers Performance Assessment Results 2010



The table below shows the 2010 performance assessment of subcontractors.

Sub-Contractors Performance Assessment Results 2010



CUSTOMER ENGAGEMENT AND PRIVACY

Media Prima's research department outsources the monitoring and recording 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 the research department. The Company also records other demographic information such as age, region and ethnicity.

Media Prima complies with the Communications and Multimedia Act 1998 which requires the proper management of confidentiality and protects the privacy in customer information. All Media Prima advertising commercials complies with the Advertising Code of the Ministry of Information, Communications and Culture.

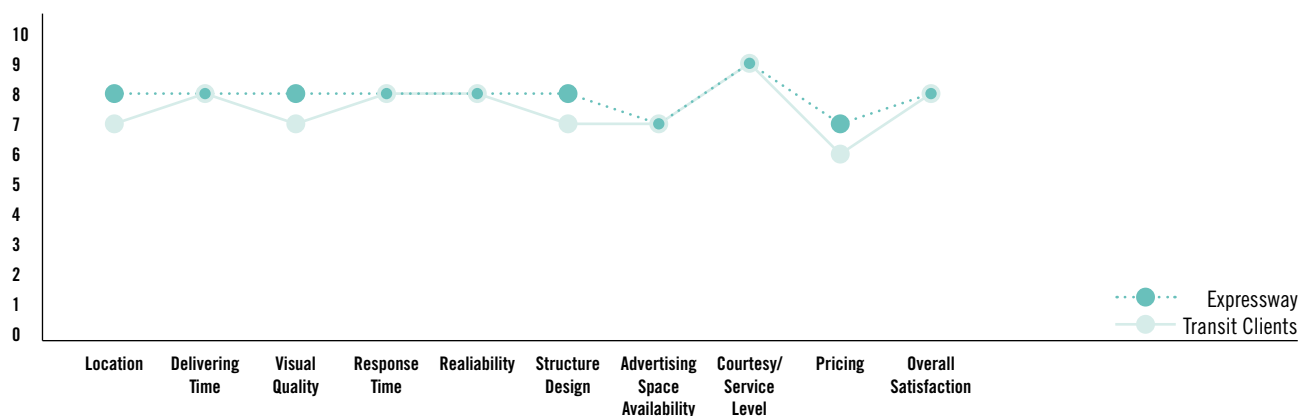
We are pleased to report that the Company has had no breaches of customer information in this reporting period.

CUSTOMER SATISFACTION

BTO conducted a customer satisfaction survey of its advertising products with its Expressway and Transit clients. The chart below shows an overall positive impression of location, delivery time, visual quality, response time, structure design, advertising space availability, courtesy and pricing. The average assessment of Expressway and Transit clients was eight out of a possible 10.

BTO has developed its own traceability system and database for each product category to identify any defects in products. This allows BTO to monitor these quality issues and take corrective action.

BTO Customers Satisfaction Survey 2010



The table above shows the average response to a survey in which 26 customers expressed their opinions on a scale from 0 to 10 on 10 different aspects of BTO's performance.

PENALTIES FOR NON-COMPLIANCE OF PRODUCTS

Media Prima and its subsidiaries have a comprehensive quality control system that is regularly evaluated and improved. There has been no significant 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 impacts on its life-cycle stages.

environment



ENVIRONMENT

Media Prima acknowledges that environment protection is one of its key corporate responsibilities. We are strongly committed to being an environmentally-friendly company by using recycled paper and reducing electricity consumption in our offices.

MATERIALS

NSTP

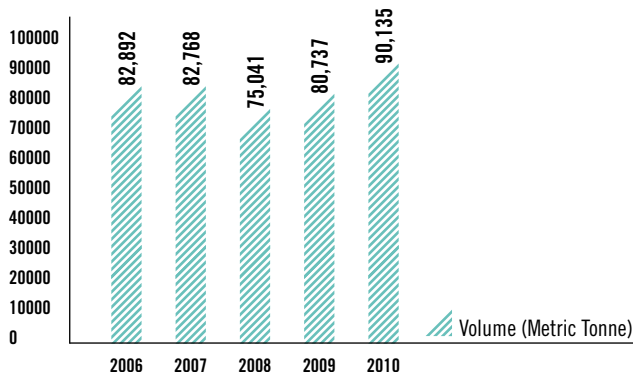
Sustainable forestry and responsible paper usage is very relevant for NSTP due to the large volume of paper required to publish newspapers. Sustainable forestry helps minimize the effects of global warming and is also a good business practice. NSTP encourages a greater use of recycled fibre although the amount used in its newspapers decreased from 100% in 2006 to 75% in 2010.

In 2010, NSTP continued in its efforts to reduce paper usage. Our paper consumption reduced by 9.34 per cent from 2007 to 2008. Despite these efforts, the recent growth in our business has led to a substantial increase in paper usage. We are working to identify ways to increase the environmental attributes of the paper we use and reduce paper across our group. The table below shows our paper consumption from 2006 to 2010.

NSTP'S PAPER CONSUMPTION (SHEETS)

Year	2006	2007	2008	2009	2010
Volume (Metric Tonne)	82,892	82,768	75,041	80,737	90,135

NSTP's Paper Consumption from 2006 to 2010



There is unfortunately an unavoidable environmental cost to printing newspapers caused by high paper consumption. The implemented business and transformation processes at our plants constantly monitor to ensure the most efficient use of paper as well as to lessen wastage.

Our total ink usage has increased from 1,360,305 to 1,951,400 kilograms in 2010. This can be explained by an increase in production but we are also working towards reducing heavy metals in ink and using biodegradable chemicals in our printing. This will reduce the negative effects on the environment.

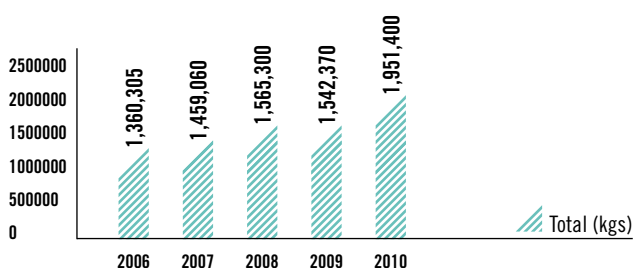
NSTP'S INK USAGE

Year	2006	2007	2008	2009	2010
Black Ink (kgs)	661,700	691,200	782,600	785,000	907,500
Colour Ink (kgs)	698,605	767,860	782,700	757,370	1,043,900
Total (kgs)	1,360,305	1,459,060	1,565,300	1,542,370	1,951,400

NSTP's Ink Usage from 2006 to 2010



NSTP's Total Ink Usage from 2006 to 2010



WASTE MANAGEMENT

NSTP

NSTP works to reduce our environmental footprint by reducing the amount of waste produced throughout our businesses.

Emissions from printing inks pose the greatest environmental concern. The most significant environmental effects of printing inks concern:

- The release of volatile organic compounds (VOCs) with potentially serious effects on human health and air quality through ozone formation
- The release of heavy metals, solvents and other hazardous chemicals as a result of the treatment, recovery, recycling and disposal of ink residues, wastes and spills with resulting effects on water quality and ecology and human health
- The use of non-renewable resources such as mineral oil
- Inks that prevent the recycling of printed matter.

NSTP recycles all waste newsprint, ink and rags from the print sites. All inks are collected, stored and labelled on the operations premises before being collected by licensed disposal contractors for proper disposal. Batteries and other electronic equipments are collected and stored prior to being sold by tender through the Office Administration Department. We consistently achieved a 98 per cent recycling rate from 2006 to 2010.

environment cont'd

ENERGY CONSERVATION AND SAVINGS

Media Prima

Reducing and optimising energy consumption is an ongoing effort for everyone at Media Prima. We have implemented a number of measures to reduce energy. These include utilising chilled water cooling systems and raising energy awareness in our offices. Employees are encouraged to reduce their individual power usage by turning off unnecessary office lighting and powering down equipment which is not in use.

NSTP

We intend to significantly improve energy consumption efficiency and reduce the energy required for air conditioning. Our office has a centralised air-conditioning system which consumes 5% to 10% less energy than conventional cooling systems. The air-conditioning system is also fitted with inverters to monitor the motor output. For maximum efficiency, we install small air compressors for usage during low load periods. An air compressor reduces energy consumption to a minimum by avoiding completely unloaded power consumption.

Big Tree

The outdoor advertising business is a large user of energy. This is especially true of billboard advertising, where a significant amount of energy is consumed for lighting. Big Tree acknowledges that our business has a direct impact on the environment. We strive to reduce electricity consumption in our offices and on billboards.

Big Tree has developed solutions that dramatically improve on the current state of the technology. In 2009, we replaced existing normal fluorescent light to External Electrode Fluorescent Lamp (EEFL) of 5' X 3', 6' X 4', 4' X 8' lightboxes. 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 in turn 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. This also means that the brightness and efficiency of the lamps are greatly improved.

We also achieve energy efficiency through:

- Upgrading static lightboxes to Plasma LCD screens
- Replacing normal usage of metal halide fittings to LED type
- Reducing power usage by installing junction boxes at KLSR Pillars

EFFICIENT USE OF ELECTRICITY

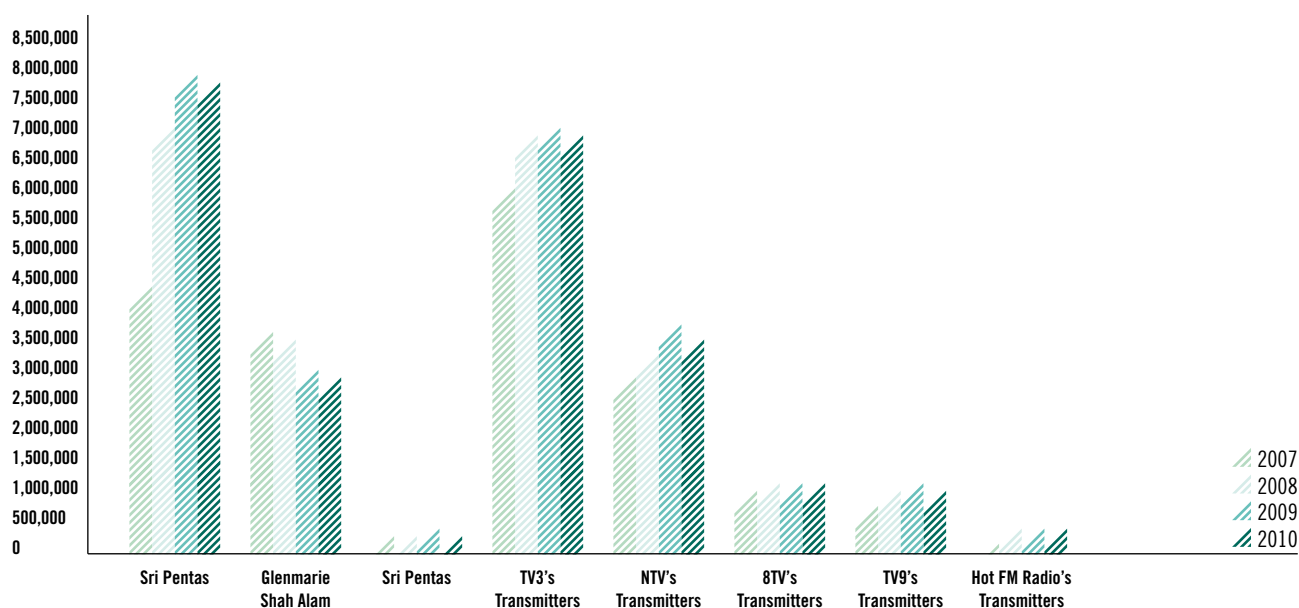
Media Prima

The reduction of electricity used in our business is also part of our energy strategy as it contributes significantly to our carbon footprint. In 2010, our facilities used a total of 23,556,023 kilowatt hours (kWh) of energy. This represents a 2.3 per cent reduction from the previous year's 24,108,400 kWh hours.

Media Prima's Energy Consumption for 2007 to 2010 in kWh

NO.	DESCRIPTION	2007	2008	2009	2010	REMARKS
1	Sri Pentas	4,318,272	6,790,960	7,787,753	7,765,375	Y 2010 till Sept. Extrapolated 12 mths cost
2	Glemarie Shah Alam	3,631,181	3,493,052	2,972,632	2,846,451	
3	Sri Pentas 2	159,635	185,499	219,320	184,063	
4	TV3's Transmitters	5,938,879	6,755,635	7,037,045	6,925,338	
5	ntv7's Transmitters	2,718,103	3,262,544	3,646,577	3,497,592	
6	8TV's Transmitters	1,037,118	1,073,060	1,074,458	1,085,564	
7	TV9's Transmitters	671,043	901,232	1,025,219	907,836	
8	Hot FM Radio's Transmitters	142,892	322,935	345,395	343,804	
Grand Total		18,617,123	22,784,916	24,108,400	23,556,023	

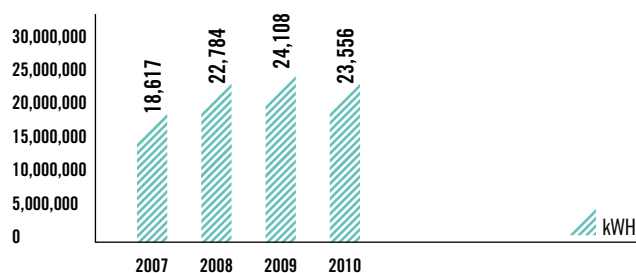
Media Prima's Energy Consumption for year 2007, 2008, 2009, 2010 in kिलowatt hours (kWh)



Media Prima's Total Energy Consumption for 2007 to 2010 in Gigawatt hours (GWh)

	TOTAL ELECTRIC CONSUMPTION (GWH)	%
2007	18.617	—
2008	22.784	22.38
2009	24.108	5.81
2010	23.556	-2.29

Media Prima's Energy Consumption for Year 2007/2008/2009/2010



Big Tree

In 2010, the electricity consumption at our head office was 174,997 kWh. Our billboards consumed 12,951,204 kWh which represented 74 per cent of our total energy consumption.

WATER MANAGEMENT

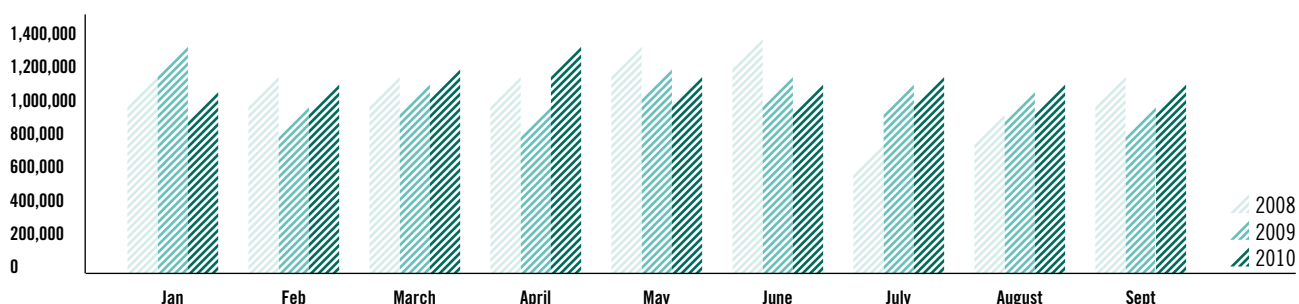
Media Prima

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 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 electrical energy and as a result produces less greenhouse gases and environment contaminants.

We have managed to reduce our chilled water consumption by 2.57 percent since 2008 through our conservation efforts. As of September 2010, the total amount of chilled water used at Sri Pentas was 10,185,000 kWh.

environment cont'd

Chilled Water for Sri Pentas in kilowatt hours (kWh)



Chilled Water for Sri Pentas in kilowatt hours (kWh)

YEAR	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEP	TOTAL
2008	1,179,273	1,145,455	1,170,545	1,160,073	1,249,091	1,285,091	702,772	892,000	1,119,000	9,903,300
2009	1,232,629	955,875	1,162,000	925,000	1,175,000	1,124,000	1,050,000	1,059,000	965,000	9,648,504
2010	1,099,000	1,083,000	1,200,000	1,249,000	1,106,000	1,110,000	1,136,000	1,097,000	1,105,000	10,185,000

Total Chilled Water for Sri Pentas in kilowatt hours (kWh)

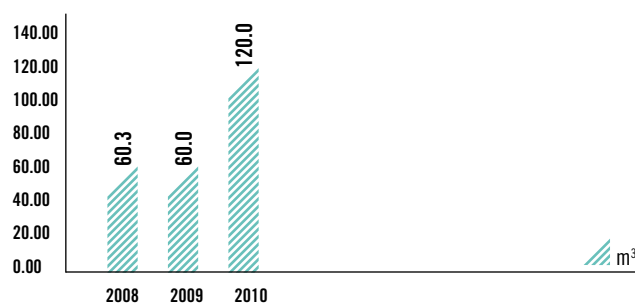
	TOTAL CHILLED WATER CONSUMPTION (KWH)	%
2008	9,903,300	—
2009	9,648,504	-2.57
2010	10,185,000	5.56

Big Tree

We consumed 120.00 m³ of water from January to November 2010. Our water consumption is primarily for domestic use.

Big Tree's Water Consumption

YEAR	2008	2009	2010
Water Consumption (m ³)	60.30	60.00	120.00



BIODIVERSITY

Media Prima

Save Our Beach

Save Our Beach is an environmental project jointly organised by NSTP and Media Prima. The objective is to instil a sense of responsibility for the environment and educate employees on environmental preservation. The mission was to clean up a spillage at Pantai Sg. Rengit, Johor. It was held on June 2, 2010 with participation from 100 volunteers, which were mainly employees of NSTP and Media Prima.

8TV

Origins' Earth Day 2010

Origins' Earth Day 2010's event was launched by Primeworks and 8TV's 8 Style unit on 1 May 2010. Origins used this event to help raise money for the Malaysian Nature Society for reforestation. Funds were raised through the sales of Origins' reusable bags. Shoppers at Pavilion KL, who participated in this event, were seen holding Origins' bags with the satisfaction of contributing to the replantation of trees. Pavilion also presented shopping vouchers and a Mega-Sampling of over 20,000 products by Origins. This event was a good opportunity for 8 Style to go beyond promoting the latest fashion and trends and spread awareness about caring for nature.

CLIMATE CHANGE

Earth Hour

Media Prima is proud to be supporting WWF's Earth Hour, an epic global event that encourages businesses, schools, individuals and cities around the world to switch off their lights for one hour to send a strong message to world leaders that climate change demands urgent action.

Media Prima Radio Networks contributed again this year by shutting down its three stations, Fly FM, Hot FM and One FM on March 27, 2010 between 8.30-9.30pm. Fly FM's Pagi Show hosts Phat Fabes, Ben and Nadia decided to observe Earth Hour a day earlier when they presented their programme in the dark from 6am to 10am on March 26, 2010. The deejays relied on the lights from the monitors for the broadcast.

TV3's Kids News also supported this event. We participated in the campaign held at KLCC along with many others. During the power outage, we used this time to get to know each other, while conserving electricity at the same time. We managed to increase campaign awareness with other shoppers too. This was a good campaign to help give Mother Earth a well-deserved rest.

Earth Day

On July 17, 2010, a treasure hunt was organised by Primeworks and TV3's Remaja unit. The event encouraged young people to recycle and become involved with environmental activities. Throughout the treasure hunt, participants could only perform their activities using natural resources. For example, they were required to search for clues and stations without using cars. This event was productive as the participants learned a greater appreciation of nature.

OTHER ENVIRONMENTAL INITIATIVES

Big Tree

Recyclable Vinyl

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

Illegal tappings

Illegal tapping allows mobile phone conversations to be recorded outside homes, offices or while someone is driving without proper authorisation. This activity contributes to the increase of electricity consumption. We constantly trace and take actions on the illegal tappings from our Distribution Board by conducting site inspections and referring to our electricity bills. This is part of some ongoing efforts to prevent the pilferage of electricity. Offenders are prosecuted and their contracts with Big Tree terminated.

Primeworks

Recycling campaign

A recycling campaign was organised with an NGO at a school in Rawang on March 13, 2010. The aim of this campaign was to educate school children on the importance and benefits of recycling. Basic recycling information was provided. We also demonstrated the different ways of recycling and various types of items that can be recycled including newspaper, plastic and cans. Guests from recycling companies were invited to discuss this area in further detail. To help the children understand the concept of recycling more fully we also educated them on the production of arts and crafts using recycled materials.

TV3

Shell Eco Marathon

Shell's vehicle invention competition was jointly organised with TV3's Remaja unit. Many local and international university students from around the Asian region participated in this competition on July 17, 2010. The aim of this event was to invent a more fuel efficient vehicle and the end result was judged by vehicle and fuel experts from Shell. The winning invention was the vehicle with the least fuel usage. This competition was held at the Formula One race circuit in Sepang. This event also presented opportunities for students pursuing the engineering field to demonstrate their skills to industry experts.

ENVIRONMENTAL EXPENDITURE

Big Tree

In 2010, our capital expenditure on environmental protection was RM 843,227. This includes our electricity consumption reduction efforts on our billboards located throughout the country.

INCIDENTS OF NON-COMPLIANCE

Media Prima and its Subsidiaries comply with statutory and regulatory environmental requirements including the:

- Environmental Quality Act 1974 on pollution prevention and control
- Factory and Machinery Act 1967
- Occupational Safety and Health Act 1994
- Local Government Act 1976 on waste dumping policy

During the FY 2010, Media Prima did not face any penalties for violations of environment-related laws and regulations. The Company complies with all significant environmental requirements under the Department of Environment's legal regulations. There were no significant fines incurred for environmental non-compliance during the course of operations.

gri content index

GRI REPORTING AREA	CORE	ADDITIONAL	STATUS
Profile Disclosures			
Strategy and Analysis	2	-	All Reported
Organisational Profile	10	-	All Reported
Report Profile	4	-	All Reported
Report Scope and Boundary	7	-	All Reported
GRI Context Index	1	-	All Reported
Assurance Statement		-	All Reported
Governance	10	-	All Reported
Commitments to External Initiatives	3	-	All Reported
Stakeholder Engagement	4	-	All Reported
DMA and Performance Indicators			
Economic	7/7	2/2	All Reported
Social Performance : Labour Practices & Decent Work	9/9	5/5	All Reported
Social Performance : Human Rights	6/6	3/3	All Reported
Social Performance : Society	6/6	2/2	All Reported
Social Performance : Product Safety	4/4	5/5	All Reported
Environmental	10/17	10/13	Reported
TOTAL	83	27	110/120

profile disclosures

Section : AR – Annual Report 2010 ; FC – Front Cover ; BC – Back Cover

Application : C – Core; A – Additional

Status : • Fully Reported; □ Partially Reported; x Not Reported; N/A Not Material

PROFILE DISCLOSURES	STATUS	SECTION
Strategy and Analysis		
1.1 Company Chairman's Statement	•	P9-10
1.2 Description of key impacts, risks and opportunities	•	P9-10
Organisational Profile		
2.1 Name of the organisation	•	FC
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	•	P1
2.5 Number of countries where the organisation operates	•	AR(P12-13)
2.6 Nature of ownership and legal form	•	AR(P12-13)
2.7 Markets served	•	AR(7)
2.8 Scale of the reporting organisation	•	P6-7
2.9 Significant changes during the reporting period	•	P1, P9-10
2.10 Awards received in the reporting period	•	P9-10
Report Profile		
3.1 Reporting period for information provided	•	P1
3.2 Date of most recent previous report	•	P1
3.3 Reporting cycle	•	P1
3.4 Contact point for questions regarding the report or its contents	•	P1
Report Scope and Boundary		
3.5 Process for defining report content	•	P1
3.6 Boundary of the report	•	P1, P6-7
3.7 Specific limitations on the scope or boundary of the report	•	P1
3.8 Basis for reporting on joint ventures, subsidiaries etc	•	P6-7
3.9 Data measurement techniques and the basis of calculations	•	P39,40,49,50
3.10 Explanation of the effect of any re-statement of information	•	P1, 9, 10
3.11 Significant changes from previous reporting periods	•	P1, 9, 10
GRI Content Index		
3.12 Table identifying the location of the Standard Disclosures	•	P54-61

profile disclosures cont'd

PROFILE DISCLOSURES	STATUS	SECTION
Assurance		
Policy and current practice on external assurance	•	
Governance		
4.1 Governance structure of the organisation	•	P14, AR(7)
4.2 Status of the Chair of the Board	•	AR(7)
4.3 Independent and/or non-executive Board members	•	AR(33-34)
4.4 Mechanisms to provide advice to the Board	•	AR(36)
4.5 Link between compensation and performance of the Board	•	AR(40-41)
4.6 Avoiding conflicts of interest	•	P42, AR(43)
4.7 Qualifications and expertise of the Board	•	AR(35-36)
4.8 Mission or values, codes of conduct and principles	•	AR(34, 48-49)
4.9 Management of CR performance	•	AR(44)
4.10 Evaluating the performance of the Board	•	AR(39)
Commitments to External Initiatives		
4.11 Addressing the precautionary approach or principle	•	P9-10
4.12 External CR principles	•	P9-10, 46, 53
4.13 Memberships of associations	•	P9-10
Stakeholder Engagement		
4.14 List of stakeholder groups engaged by the organisation	•	P12
4.15 Basis for identification and selection of stakeholders	•	P12
4.16 Approaches to stakeholder engagement	•	P12
4.17 Key topics and concerns by raised by stakeholders	•	P12

ama and performance data

Section : AR – Annual Report 2010 ; FC – Front Cover ; BC – Back Cover

Application : C – Core; A – Additional

Status : • Fully Reported; □ Partially Reported; x Not Reported; N/A Not Material

		STATUS	SECTION	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
ECONOMIC					
Disclosure on Management Approach		P40-41, P53, AR(115)			
Economic Performance					
EC1	Economic value generated and distributed	C	•	AR(115)	
EC2	Risks and opportunities due to climate change	C	•	P53	
EC3	Coverage of the defined benefit plan obligations	C	•	P40-41	
EC4	Significant financial assistance from government	C	•	P35	
Market Presence					
EC5	Standard entry level wage vs. local minimum wage	A	•	P38	
EC6	Spending on locally-based suppliers	C	•	P46	
EC7	Local hiring policies	C	•	P38	
Indirect Economic Impacts					
EC8	Investments and services primarily for public benefit	C	•	P17	
EC9	Indirect economic impacts	A	•	P38	
SOCIAL PERFORMANCE: SOCIAL PRACTICES AND DECENT WORK					
Disclosure on Management Approach		P38-41			
Employment					
LA1	Employment type, employment contract, and region	C	□	P38	Total workforce by contract is not available. We do not have sufficient supporting data on these cases but it is part of our target improve our data collection system for better disclosure.
LA2	Employee turnover by age group, gender, and region	C	□	P38	Employee turnover by age is not available. We do not have sufficient supporting data on these cases but it is part of our target improve our data collection system for better disclosure.
LA3	Benefits provided to full-time employees	A	•	P40-41	
Labour/Management Relations					
LA4	Collective bargaining agreements	C	•	P42	
LA5	Notice period for operational change	C	•	P42	
Occupational Safety and Health					
LA6	% workforce represented in OSH committees	A	•	P37	
LA7	OSH injury and accident statistics	C	•	P37	
LA8	Awareness training for serious diseases	C	•	P38	
LA9	OSH topics covered in collective agreements	A	•	P37	

ama and performance data^{cont'd}

		STATUS	SECTION	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN	
Training and Education						
LA10	Average hours of training per year per employee	C	□	P39	Abesentee rate (AR) for total workforce and independent contractors is not available. We do not have sufficient supporting data on these cases but it is part of our target improve our data collection system for better disclosure.	2012
LA11	Skills management and lifelong learning	A	•	P39-40		
LA12	% of employees with regular reviews	A	•	P41		
Diversity and Equal Opportunity						
LA13	Indicators of employee and Board diversity	C	•	P38		
LA14	Basic salary men vs. women	C	•	P38		
Disclosure on Management Approach				P38, 42		
Investment and Procurement Practices						
HR1	Agreements with human rights clauses or screening	C	•	P42		
HR2	Human rights screening of suppliers and contractors	C	•	P42		
HR3	Human rights training	A	•	P42		
Non-Discrimination						
HR4	Incidents of discrimination and actions taken	C	•	P38		
Freedom of Association and Collective Bargaining						
HR5	Risks to freedom of association and collective bargaining	C	•	P42		
Child Labour						
HR6	Risk of incidents of child labour	C	•	P42		
Forced and Compulsory Labour						
HR7	Risk of incidents of forced or compulsory labour	C	•	P42		
Security Practices						
HR8	Security personnel trained human rights issues	A	•	P42		
Indigenous Rights						
HR9	Violations involving rights of indigenous people	A	•	P42		

		STATUS	SECTION	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
SOCIAL PERFORMANCE: SOCIETY					
Disclosure on Management Approach			P17-35		
Community					
S01	Impacts of operations on communities	C	•	P17-35	
Corruption					
S02	Risks related to corruption	C	•	P35	
S03	Training in anti-corruption policies and procedures	C	•	P35	
S04	Actions taken in response to incidents of corruption	C	•	P35	
Public Policy					
S05	Public policy development and lobbying	C	•	P35	
S06	Contributions to political organisations	A	•	P35	
Anti-competitive behaviour					
S07	Anti-competitive, anti-trust, and monopoly penalties	A	•	P35	
Compliance					
S08	Penalties for non-compliance with laws and regulations	C	•	P35	
SOCIAL PERFORMANCE: PRODUCT SAFETY					
Disclosure on Management Approach			P45-47		
Customer Health and Safety					
PR1	Health and safety impacts of operations	C	•	P45	
PR2	Incidents of non-compliance	A	•	P45-46	
Products and Service Labeling					
PR3	Type of product and service information	C	•	P45	
PR4	Incidents of non-compliance	A	•	P45	
PR5	Customer satisfaction systems	A	•	P45	
Marketing Communications					
PR6	Compliance in marketing, communications etc.	C	•	P45	
PR7	Incidents of non-compliance	A	•	P45	
Customer Privacy					
PR8	Substantiated complaints breaches of customer privacy	A	•	P47	
Compliance					
PR9	Penalties for non-compliance of products and services	C	•	P45-46	

ama and performance data^{cont'd}

				STATUS	SECTION	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
ENVIRONMENTAL							
Disclosure on Management Approach				P49-53			
Materials							
EN1	Materials used by weight or volume	C	□	P49	The total weight or volume of non-renewable materials used is not available. We do not have sufficient supporting data on these cases but it is part of our target improve our data collection system for better disclosure.	2012	
EN2	% of input materials that are recycled	C	•	P49			
Energy							
EN3	Direct energy consumption by primary source	C	•	P50-51			
EN4	Indirect energy consumption by primary source	C	•	P50-51			
EN5	Energy conservation and efficiency improvements	A	•	P50-51			
EN6	Energy-efficient or renewable energy	A	•	P50-51			
EN7	Reducing indirect energy consumption	A	•	P50-51			
Water							
EN8	Total water withdrawal by source	C	•	P51-52			
EN9	Significant impact of withdrawal of water	A	•	P51-52			
EN10	% and total volume of water recycled and reused	A	•	P51-52			
Biodiversity							
EN11	Protected areas and areas of high biodiversity value	C	•	P52-53			
EN12	Impact on biodiversity	C	•	P52-53			
EN13	Habitats protected or restored	A	•	P52-53			
EN14	Managing impacts on biodiversity	A	•	P52-53			
EN15	Protected species with habitats in areas	A	•	P52-53			
Emissions, Effluents, and Waste							
EN16	Direct and indirect greenhouse gas emissions	C	x		We do not have sufficient supporting data on these cases but it is part of our target to have them available next year. We will continue to improve our data collection system in order to have a better disclosure in our following report	2012	

		STATUS	SECTION	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
EN17	Other relevant indirect greenhouse gas emissions	C	x	We do not have sufficient supporting data on these cases but it is part of our target to have them available next year. We will continue to improve our data collection system in order to have a better disclosure in our following report	2012
EN18	Greenhouse gas emissions and reductions achieved	A	x	We do not have sufficient supporting data on these cases but it is part of our target to have them available next year. We will continue to improve our data collection system in order to have a better disclosure in our following report	2012
EN19	Emissions of ozone-depleting substances	C	x	We do not have sufficient supporting data on these cases but it is part of our target to have them available next year. We will continue to improve our data collection system in order to have a better disclosure in our following report	2012
EN20	NOx, SOx, and other significant air emissions	C	x	We do not have sufficient supporting data on these cases but it is part of our target to have them available next year. We will continue to improve our data collection system in order to have a better disclosure in our following report	2012
EN21	Total water discharge by quality and destination	C	□	P51-52 The total volume of planned and unplanned water discharges in cubic meters per year by whether it was reused by another organization is not available. We do not have sufficient supporting data on these cases but it is part of our target improve our data collection system for better disclosure.	2012

ama and performance data^{cont'd}

		STATUS	SECTION	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
EN22	Total weight of waste by type and disposal method	C	x	We do not have sufficient supporting data on these cases but it is part of our target to have them available next year. We will continue to improve our data collection system in order to have a better disclosure in our following report	2012
EN23	Total number and volume of significant spills	C	N/A	This indicator is not available in the Report since it is not material to our nature of business as a Media company	
EN24	Transported hazardous waste	A	N/A	This indicator is not available in the Report since it is not material to our nature of business as a Media company	
EN25	Water bodies affected discharge and runoff	A	•	P51	
Products and Services					
EN26	Environmental impacts of products and services	C	•	P49-53	
EN27	% of products and packaging reclaimed	C	N/A	This indicator is not available in the Report since it is not material to our nature of business as a Media company	
Compliance					
EN28	Penalties for environmental non-compliance	C	•	P53	
Transport					
EN29	Environmental impacts of transporting products	A	N/A	This indicator is not available in the Report since it is not material to our nature of business as a Media company	
Overall					
EN30	Total environmental expenditures by type	A	•	P53	

assurance statement

MEDIA PRIMA BERHAD
(Company No: 532975-A)



INTRODUCTION

OWW Consulting Sdn Bhd (OWW) is a specialist in Corporate Social Responsibility (CSR) and Socially Responsible Investment (SRI). We were engaged by Media Prima Berhad ("Media Prima") to provide assurance services for various aspects of their Sustainability Report 2010 (the "Report").

The Report and its contents are the exclusive responsibility of Media Prima. Our responsibility is to perform limited assurance procedures over the Report and underlying processes within the scope set out below:

- Economic
 - Social Performance: Labour Practices & Decent Work
 - Social Performance: Human Rights
 - Social Performance: Society
 - Social Performance: Product Responsibility
 - Environmental
- In each case verification was conducted through low-level assurance via information provided by Media Prima.

It is agreed that Media Prima expects to be able to provide a response to each of the GRI-G3 Guideline Protocols and to meet an A+ or Advanced Application Level which requires reporting on each of the core GRI-G3 indicators, even if the report is an omission statement.

EXCLUSIONS FROM THE SCOPE OF OUR WORK

Excluded from the scope of our work is information relating to:

- Statements of commitment or intention to undertake action in the future;
- Statements of opinion, belief or aspiration;
- Information in internal or external documents referred to in the Report, except insofar as we have viewed their existence as part of the assurance process

BASIS OF OUR OPINION

In conducting this engagement we have considered the principles of balance, comparability, accuracy, timeliness, clarity, relevance and reliability as in the Global Reporting Initiative (GRI) G3 Guidelines.

We have also taken into account the principles of independence of assurance in the GRI-G3 Guidelines and have been mindful of the AA1000AS and the the International Standard on Assurance Engagements (ISAE 3000) although we have not been asked to apply these standards directly.

We have conducted this engagement to provide a reasonable rather than an absolute level of assurance and we believe that the work conducted and described herein provides a reasonable basis for our conclusions.

OUR REVIEW INCLUDED THE FOLLOWING ACTIVITIES:

- Interviews and one-to-one meetings with relevant personnel at corporate and subsidiaries level responsible for the information in the Report;
- Interviews and one-to-one meetings with relevant external stakeholders related to Media Prima activities, including Heads of Department.
- Documentary evidence was reviewed from communications meant for both internal and external circulation but coming from within Media Prima. This included manually generated internal reports, performance data, internal policy documents, established codes of conduct, corporate presentations, reports on events and information on safety procedures at Media Prima.
- Challenges and questions related to the CSR related statements and claims made in the Report.

During our investigation we discussed the necessary changes in the Report with Media Prima personnel and determined that these changes have been adequately incorporated into the final version. We relied on representations made to us during the course of our assurance work by Media Prima personnel.

Information in the Report that is directly sourced from Media Prima Annual reports is considered to be reliable based on the audit statement of the Independent Chartered Accountant and Registered Auditor to these statements.

We provided advice on which data is necessary and how this data could be compiled to comply with the GRI-G3 Guidelines. All data and corrections were provided directly by Media Prima staff. In the same reporting period we have not provided any other advisory work for Media Prima which may have been used in this report.

assurance statement cont'd

CONCLUSIONS

1. In our opinion, the Report meets the content and quality requirements of the Global Reporting Initiative Sustainability Reporting Guidelines (Version GRI-G3);
2. The Report provides a fair representation of Media Prima's social accounting and reporting activity for the period covered by the Report;
3. The information in the Report is reliable and free from significant bias;
4. Media Prima has processes in place for identifying, understanding and managing its environmental and social responsibilities and for capturing, understanding and responding to the views of its main stakeholders;
5. In our opinion the report contains new information in each domain which we believe is a fair and balanced reflection of the efforts of Media Prima to develop and improve their approach to sustainability and reporting.

RECOMMENDATIONS:

In the context of future CSR Reporting at Media Prima, we recommend that the Company:

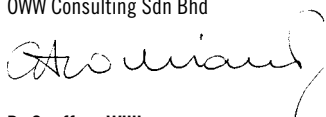
- Continues to improve the use of performance indicators;
- Continues to improve the scope and quality of measurement and reporting of environmental data;
- Introduces clearer links between CSR issues and financial performance;
- Extends the use of impact measures such as Social Return on Investment (SROI) and Environmental Return on Investment (EROI);
- Implements GHG reduction programmes to identify and reduce overall GHG equivalent emissions;
- Introduces processes for the ongoing monitoring, measurement and reporting of Media Prima against material indicators and targets to demonstrate ongoing commitment to the reporting process and stakeholder interests

CONSIDERATIONS AND LIMITATIONS

In relation to our assurance work and conclusions, the following considerations and limitations should be noted:

- Certain information is excluded from the scope of our assurance work, as stated above and in the Report itself;
- Due to its nature and the methods used for determining, calculating or estimating such data, environmental and social data are subject to inherent limitations. Therefore this assurance statement should not be relied upon to detect all errors, omissions or misstatements in the Report.
- The assurance statement cannot guarantee the quality of social accounting and reporting processes used by Media Prima.

15th March 2011
OWW Consulting Sdn Bhd



Dr Geoffrey Williams
Chief Executive Officer



STATEMENT BY OWW CONSULTING SDN BHD ON INDEPENDENCE, OBJECTIVITY AND CAPABILITY

OWW Consulting Sdn Bhd (OWW) is a specialist in Corporate Social Responsibility (CSR) and Socially Responsible Investment (SRI) with established experience in providing independent CSR advisory, reporting and assurance services.

OWW Consulting has implemented a Code of Conduct in Assurance and Assessment and a Code of Ethics across our company. Our Code requires that that all of our employees maintain high ethical standards and makes explicit reference to the independence and objectivity of our assurance and assessment engagements which we believe conform to emerging international best practice.

Our assurance team conducting the work for this report have experience in conducting engagements of this type for sustainability reports, systems and processes. They are familiar with current guidelines and best practice and update their experience on a regular basis.

STANDING FROM LEFT TO RIGHT

1. **ROWENA WONG**
ntv7
2. **NOORAISHAH MASAT**
Research TV Networks
3. **NAWAR DERESS**
8TV
4. **SYLVIA SINGARAIM**
Group Human Resources
5. **NOOR FARINA MOHAMED ASHRUDIN**
TV9
6. **NOR HANIZAR SHAFIE**
Stakeholder Management
7. **FARA AIDA DAHLAN**
Radio Networks
8. **WAN ABDILLAH WAN NAWI**
NSTP
9. **ROZILA ABD RAHMAN**
NSTP
10. **MOHD FUAD MOHD NOOR**
Alt Media
11. **ELIZA MOHAMED**
Group Corporate Communications

SITTING FROM LEFT TO RIGHT

1. **SOO CHIN TAI**
Engineering
2. **NAZLINA BINTI NASIHIN**
Primeworks
3. **DATIN NYAROSE MD JAAFAR**
Management Services
4. **IRMA MAHAMAD TAHIR**
TV3
5. **MUHAMMAD AZIZ**
TV3
6. **FERDINAND PEREIRA**
Group Corporate Communications
7. **SHARIFAH NURADIBAH**
Corporate Finance
8. **SOFIA HISHAMUDDIN**
Group Corporate Communications



Sustainability Report Committee

