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Or right-brained,
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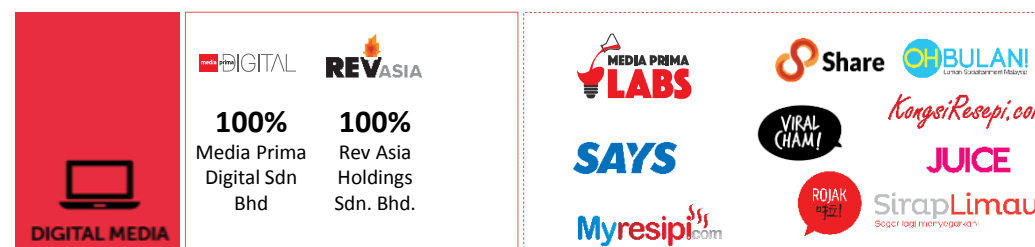
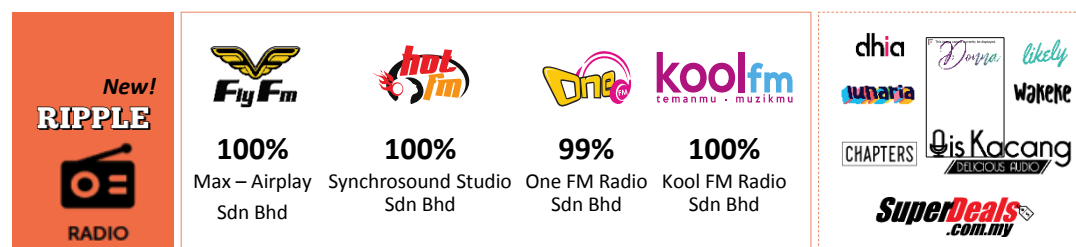
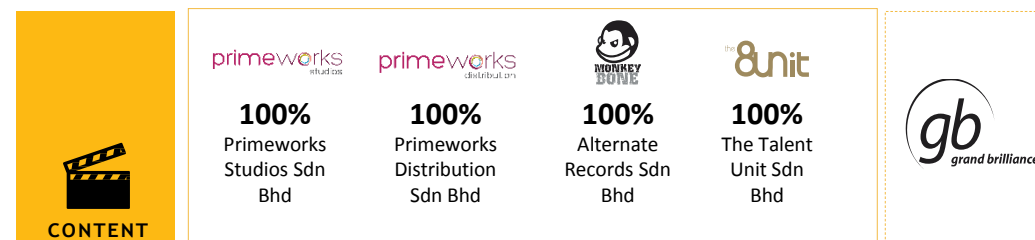
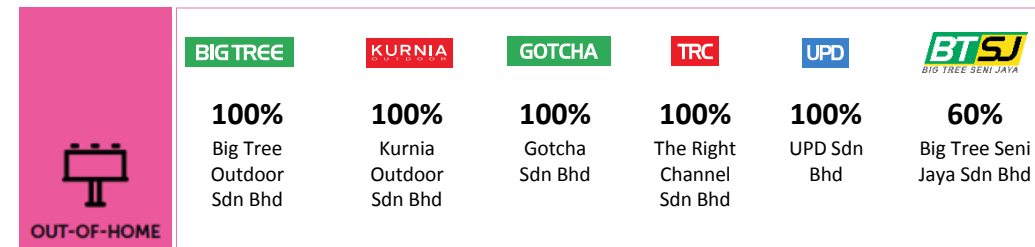
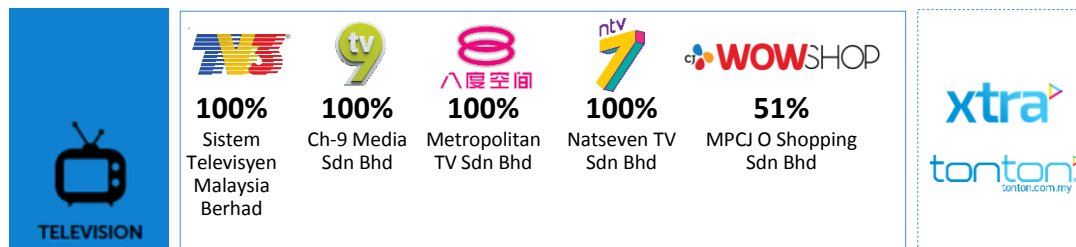
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media prima

Investor Presentation

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

Media Prima Today



All entities are 100% owned, unless otherwise stated.

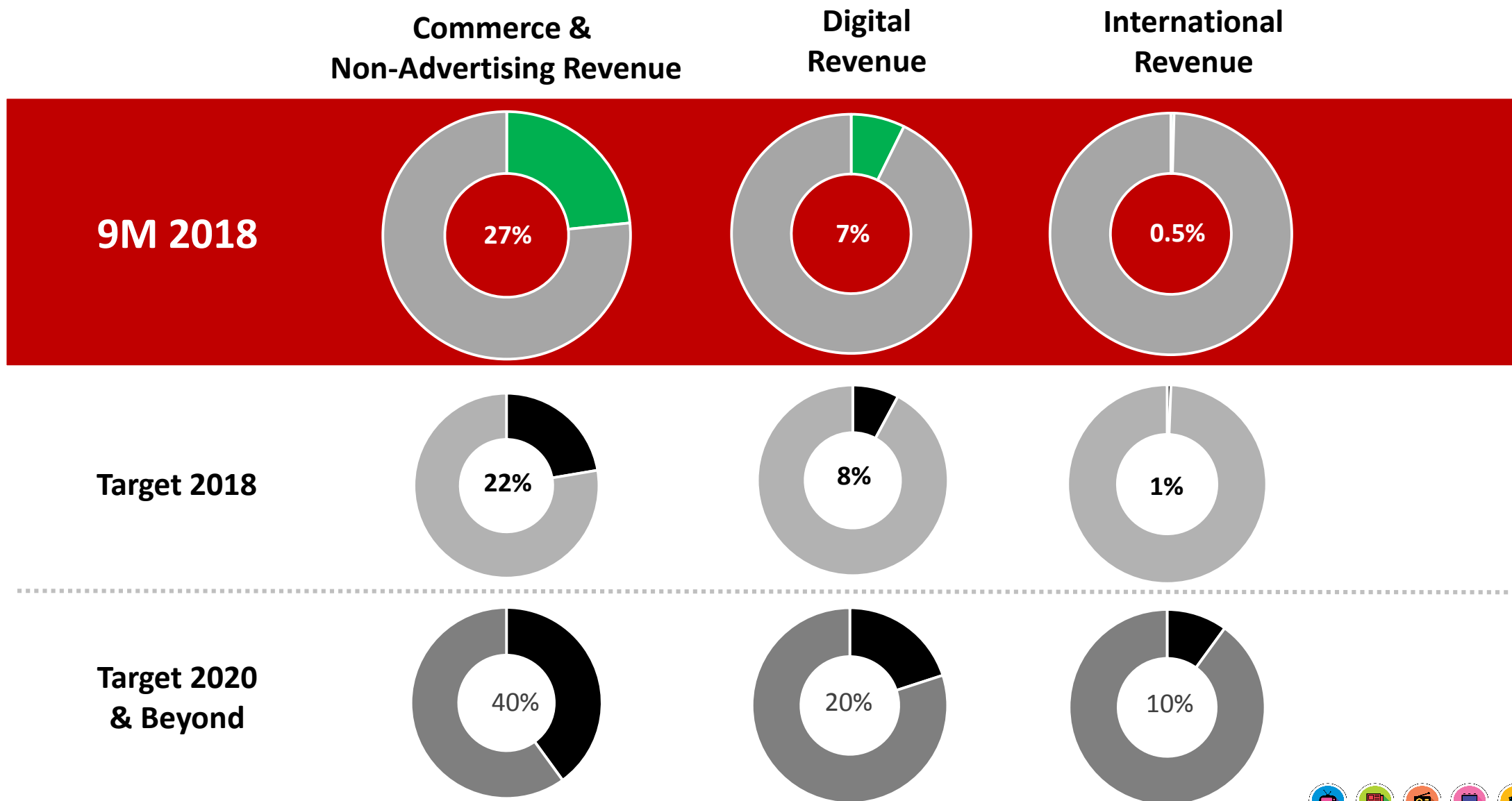


Fact sheet as at 30 September 2018

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,524.7m	RM750.4m	RM1,517.4m	RM174.7m	RM277.9m



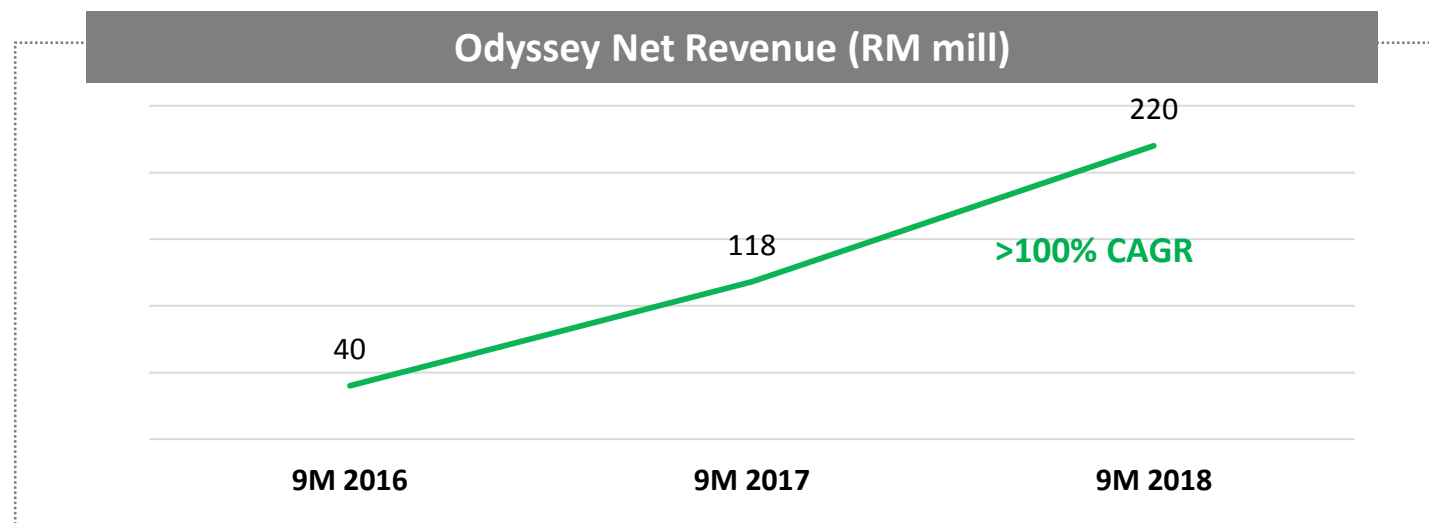
Odyssey's Revenue Diversification on Track



9M 2018 Key Performance Highlights

	Q3 2018 (RM'000)	Q3 2017 (RM'000)	Change (%)	9M 2018 (RM'000)	9M 2017 (RM'000)	Change (%)
Net Revenue after Royalties	273,252	287,883	(5)	895,011	888,918	1
EBITDA/ (LBITDA)	(6,756)	(18,329)	63	52,499	12,234	>100
LBT	(31,452)	(49,542)	37	(21,746)	(276,758)	92
LAT	(30,846)	(105,177)	71	(22,144)	(284,924)	92

Digital And Commerce Growth Contributed Significantly to Odyssey Success





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FINANCIAL REVIEW

Odyssey Transformation Performance Continues to Grow

Cushioning Traditional Revenue Decline

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	BAU 9M 2018	Odyssey 9M 2018	Group Actual 9M 2018	BAU 9M 2017	Odyssey 9M 2017	Group Actual 9M 2017	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	786,884	234,987	1,021,871	898,199	133,945	1,032,144	(1)
Net revenue	674,912	219,926	894,838	764,756	124,727	889,483	1
Royalties	173	-	173	(565)	-	(565)	>100
Net revenue after royalties	675,085	219,926	895,011	764,191	124,727	888,918	1
Direct costs	(262,954)	(116,833)	(379,787)	(300,885)	(70,346)	(371,231)	(2)
Contribution	412,131	103,093	515,224	463,306	54,381	517,687	0
Other income	63,722	1,279	65,001	22,135	1,104	23,239	>100
Overheads	(403,045)	(124,681)	(527,726)	(442,526)	(86,166)	(528,692)	0
EBITDA / (LBITDA)	72,808	(20,309)	52,499	42,915	(30,681)	12,234	>100
Finance costs	(17,757)	-	(17,757)	(10,183)	(35)	(10,218)	(74)
Depreciation & amortization	(53,939)	(2,549)	(56,488)	(77,337)	(1,865)	(79,202)	29
Profit/(Loss) before associate	1,112	(22,858)	(21,746)	(44,605)	(32,581)	(77,186)	72
Share of associate's results	-	-	-	(4,889)	-	(4,889)	100
PBT/ (LBT)	1,112	(22,858)	(21,746)	(49,494)	(32,581)	(82,075)	74
Exceptional Items ("EI")	-	-	-	(194,683)	-	(194,683)	100
PBT/(LBT) after EI	1,112	(22,858)	(21,746)	(244,177)	(32,581)	(276,758)	92
Taxation	749	(1,147)	(398)	(8,003)	(163)	(8,166)	95
PAT/ (LAT)	1,861	(24,005)	(22,144)	(252,180)	(32,744)	(284,924)	92
Minority interest	213	1,351	1,564	6,565	5,900	12,465	(87)
PATAMI/ (LATAMI)	2,704	(22,654)	(20,580)	(245,615)	(26,844)	(272,459)	92
EBITDA margin	11%	(9%)	6%	6%	(25%)	1%	
PATAMI margin	0%	(10%)	(2%)	(32%)	(>100%)	(31%)	

Home Shopping and Media Prima Digital Spearheading Growth

		TVN RM'000	Home Shopping RM'000	PWS RM'000	Radio RM'000	OOH RM'000	Print RM'000	Digital RM'000	Corporate RM'000	Consol Adjustment RM'000	Total RM'000
Net Revenue (after royalties)	9M 2018	327,798	151,889	74,540	41,083	125,303	219,055	64,060	69,691	(178,408)	895,011
	9M 2017	353,871	92,944	84,107	46,181	122,235	266,102	35,507	96,236	(208,565)	888,918
	Growth(%)	(7)	63	(11)	(12)	3	(18)	80	(28)	N/A	1
EBITDA/ (LBITDA)	9M 2018	(30,111)	(1,545)	11,958	12,499	21,407	34,019	10,803	(1,899)	(4,632)	52,499
	9M 2017	(9,657)	(11,012)	7,704	15,930	17,418	(831)	5,625	19,754	(32,697)	12,234
	Growth(%)	(>100)	86	55	(22)	23	>100	92	(>100)	N/A	>100

Commendable Digital and Commerce Growth Rates

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79% Increase In Digital And Commerce Revenue for 9M 2018

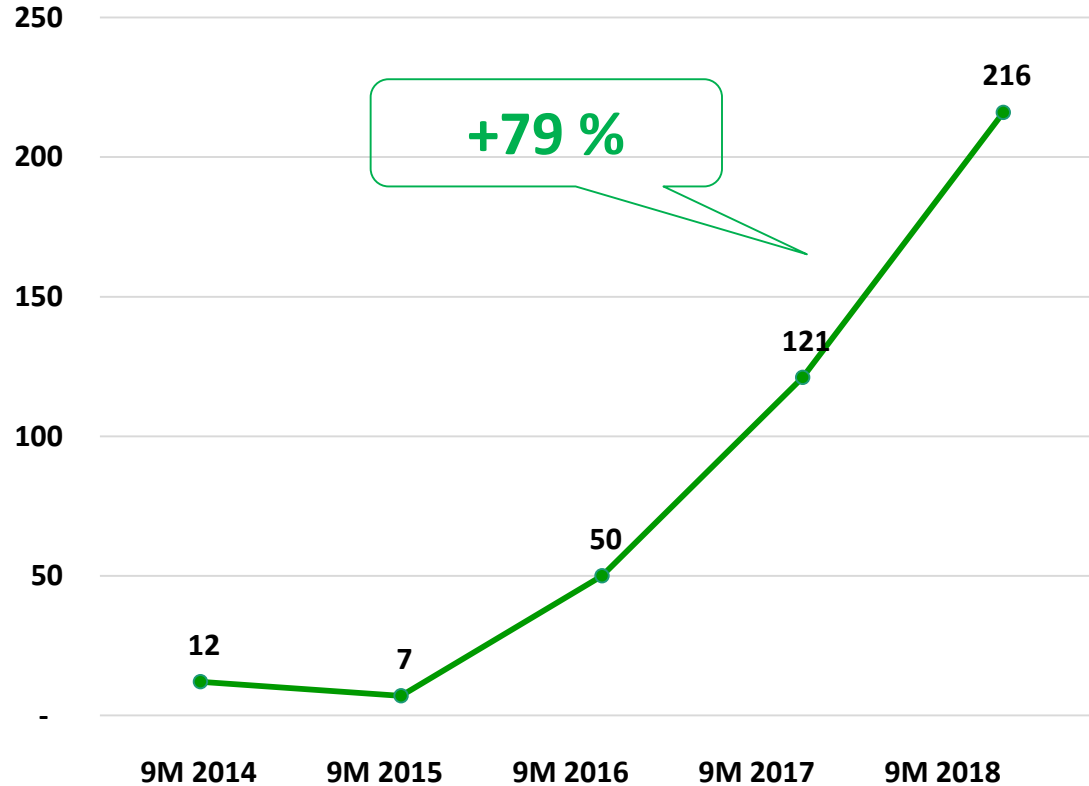
Net Revenue	Traditional			Digital			Home Shopping			Group		
	9M 2018	9M 2017	Growth	9M 2018	9M 2017	Growth	9M 2018	9M 2017	Growth	9M 2018	9M 2017	Growth
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	588,815	675,194	-13	60,496	23,225	>100	-	-	-	649,311	698,419	-7%
Circulation	58,946	77,125	-24	-	-	-	-	-	-	58,946	77,125	-24%
Commerce	23,996	7,463	>100	3,842	4,742	-19	151,889	92,944	63%	179,727	105,149	71%
Content	4,801	6,517	-26	-	-	-	-	-	-	4,801	6,517	-26%
Property and others	2,053	2,273	-10	-	-	-	-	-	-	2,053	2,273	-10%
Total	678,611	768,572	-12	64,338	27,967	>100	151,889	92,944	63%	894,838	889,483	1%



Positive Progress on Group's Transformation Plan

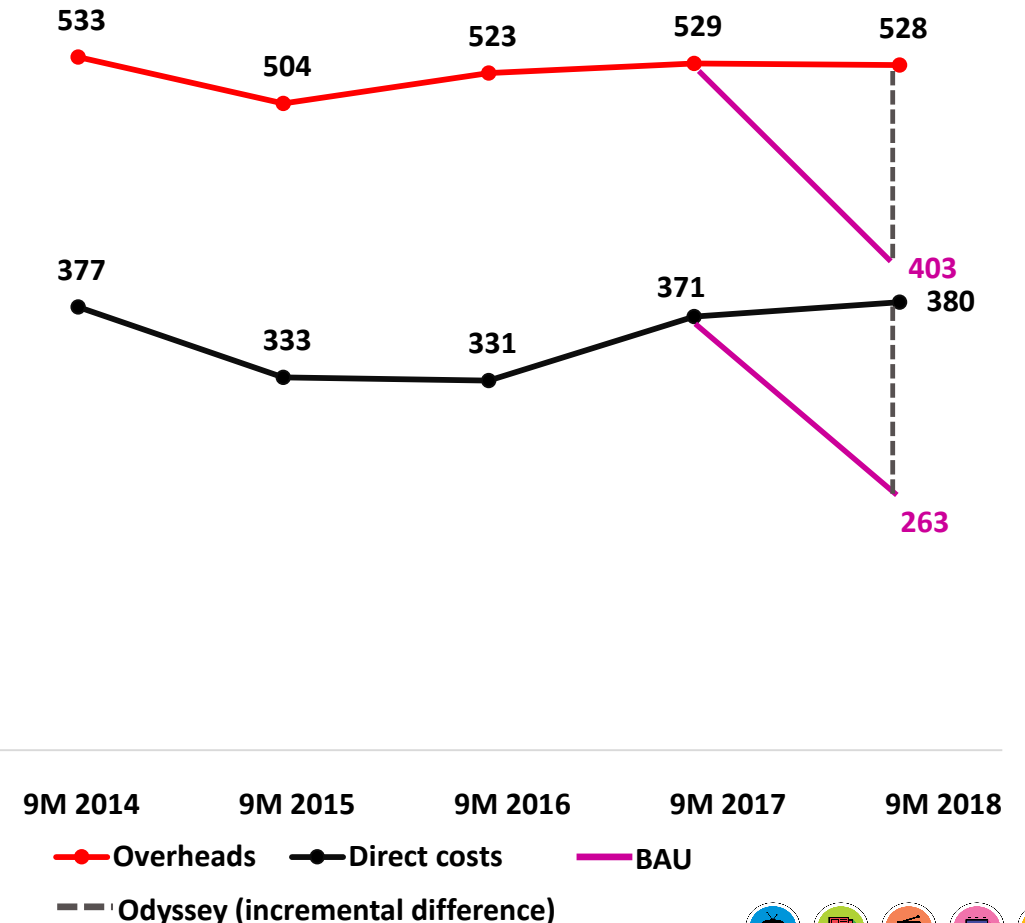
Digital advertising, digital content and consumer revenue has seen an encouraging growth since the launch of Project Odyssey in 2016.

Consumer & Digital Revenue (Net)



Reallocating Operating Costs to New Businesses

Direct costs and Overheads





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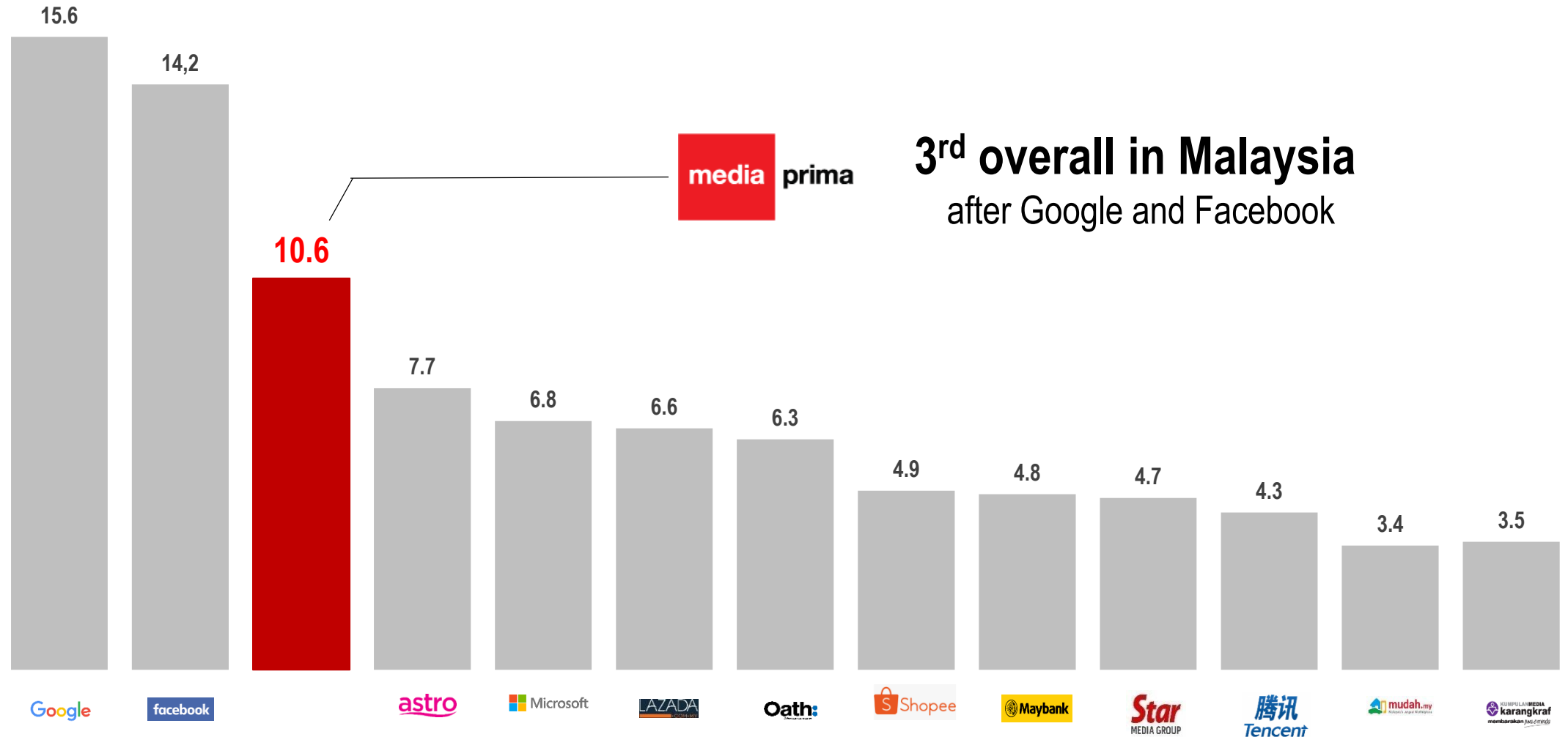
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Operational Review

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

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Source: Comscore MMX September 2018



Reaching Digital Audience Through Multiple Digital Touch Points

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Digital Revenue Growth by >100% Y-o-Y Driven by Massive Digital Reach

Social Media

Followers/ Views



24.6 m



7.5 m



6.0 m



412.7 m

Publishing

140.5 m

Monthly Page Views

19.0 m

Monthly Unique Visitors



Audio

4.4 m

Digital Listenership



Digital Brands

27.9 m

Page Views



Mobile

>8.2 m

Downloads



Staying Relevant while Expanding Reach



14.8 m
Monthly Average
Unique Visitors

39.8 m
Monthly Average
Page Views



6.0m followers



158.2k subscribers

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

NSTP Continues to Create and Deliver Value in the Digital Space

NSTP's Digital Advertising Revenue

RM 14.8 m

RM 21.3 m

44%
Growth

9M 2017

9M 2018

NEW
STRAITS TIMES
ESTABLISHED 1845

BH
ONLINE

my Metro

Monthly average
page views

15.4 m

48.4 m

76.7 m

Monthly average
unique visitors

4.0 m

6.7 m

8.3 m

Social Media



10.7 m

Total no. of likes



826.9 k

Total no. of followers



2.7 m

Total no. of followers



323.5 k

Total no. of subscribers

E-paper



134.6 k

App. Downloads

Mobile TV



68.2 k

App. Downloads

Mobile Apps



386.8 k

App. Downloads

Educational Vertical



48.7 k

Monthly Average Pages Views

8.0 k

No. of unique Paid Subscribers

79.3 k

Total Apps Download

12.8 k

Monthly Average Unique Visitors

Lifestyle Vertical

HIJAB&HEELS

1.9 m

Unique Pages Views

1.0 m

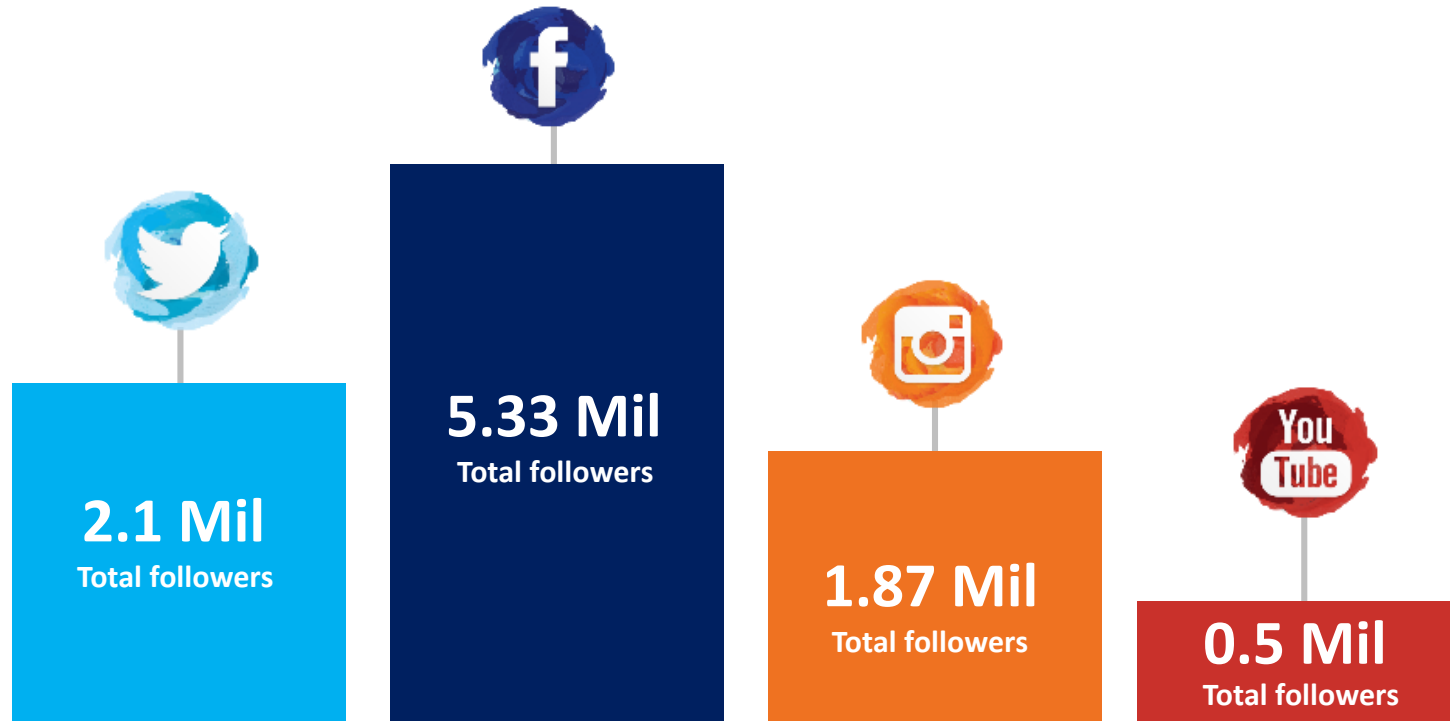
Unique Visitors

Source: Google Analytics, App Annie as at 30 September 2018



Engagement beyond Listenership: Social Media Presence

RIPPLE



**Total Digital
Media
Community**

**9.8 mill
followers**
(9M17: 9.2 mill)

As at 30 September 2018

Digital Content and Platform Innovation

Q3 2018

Total Active Users- 6.34M

Total Page Views- 162.0M

Q3 2018 Top Performing Apps

Cumulative Active Users/ Growth (Q-on-Q)



4.42M / 57%



567K / 40%



414K / 88%



151K / -53%



189K / 2%



Mak Cun – Launch the Second Stall

- Since the launch of Mak Cun's new feature - *the second stall*, **total downloads increased to 650K.**



- Involved in MDEC's MyDigitalMaker- Creating awareness on MGO and MPLabs games activation.

- Apart of the Hari Sukan Negara- Establishing the commitment to work with the government for eSports.

Source : AppAnnie , Unity Platform ,Google Analytics



Home Shopping Hit 1 Million Customer Mark



Accessibility throughout Malaysia



More on-air time



More Products (SKU)

	9M '18	9M '17	Change
Total net sales	RM152 mil	RM93 mil	63.4%
Total quantity of items sold	914.6 k	517.0 k	76.9%
Total registered customers	386.9 k	282.8 k	36.8%
Total new SKUs	248	146	70.0%

10-Hour back to back live show
on 30 September 2018

RM2 million Sales



Most Accessible Home Shopping Network in Malaysia

WOWSHOP

				
6:00am – 7:00am (Mon – Sun) <i>The WOW Show S2</i> 1:00pm – 1:23pm (Mon - Thurs)	10.30am - 2.30pm (Mon-Fri) 12.00am - 1.00am (Mon-Sun) 10.30am - 12.30pm (Sat - Sun)	6.00am - 9.30am (Mon-Fri) 6.00am - 9.00am (Sat - Sun) 1.30pm-2.15pm (Sat)	8:30am - 5:00pm (Fri) 11.00pm – 11.59pm (Mon – Fri) 8.30am - 6.00pm (Sat-Sun) 12.00am - 1.00am (Mon-Sun)	24 Hours  SALURAN 106 Available on the App Store Available on Google Play
<i>Anytime! Anywhere!</i>				

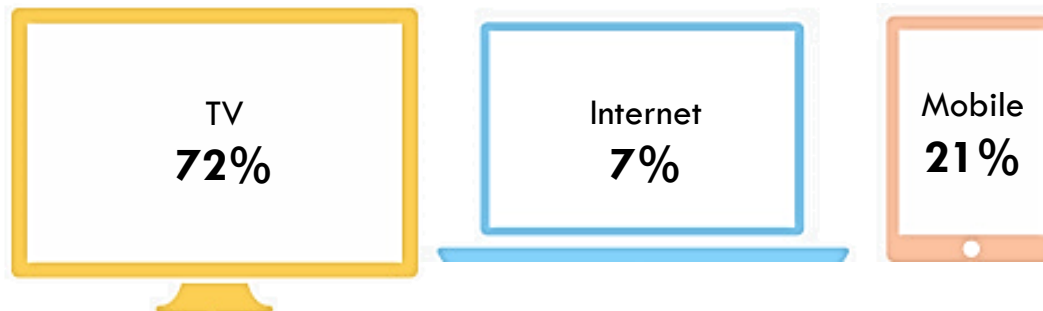


Target Audience	Primary		Secondary
	Malay	Chinese	Malay and Chinese
Age	27 – 50 years old housewives	30 – 55 years old housewives	18 – 35 years old mass female
Monthly Household Income	RM3K – RM5K	RM3K and above	RM2K – RM7K
Geography	Rural and urban areas		

More Local Products with Larger Customer Base



1.04M YTD Customer Base



As at 30 September 2018

Top 3 best selling items in Q3 2018, based on net sales amount:



ILO Cherry Pot



**Mugen Glass Top
Infrared Cooker**



**ILO Rainbow Marble
Pan Set**

Local Content Production and International Distribution

Expanding into Animation



- Ejen Ali The Movie: Movie teaser released during MDEC's KRE8TIF! Conference 2018.

Licensing & Merchandising



- Ejen Ali Campaigns: Held social media competition (Misi Raya) and BookXcess store activation in conjunction with Hari Merdeka & Hari Malaysia.
- 2nd year partnership with Siti Khadijah for Da'i SS6.

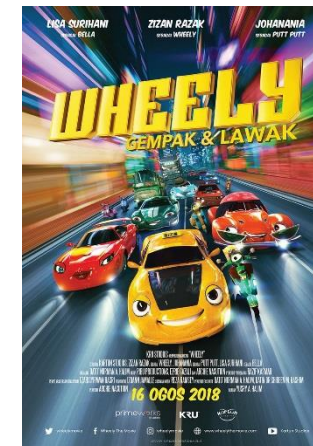
International Sales



NETFLIX

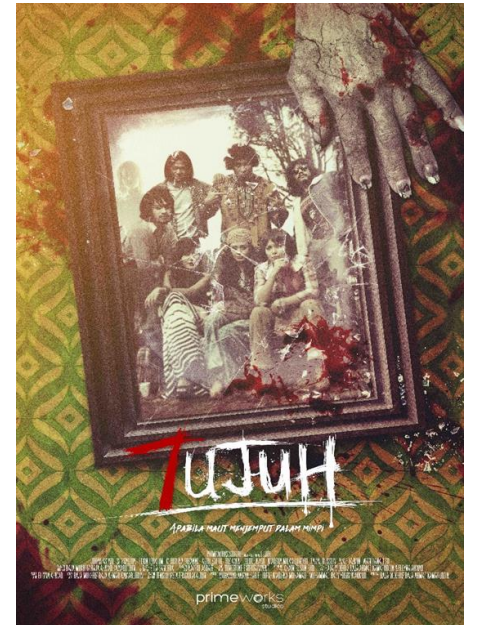
- Pulang – Marked its global debut in over 190 countries via Netflix, with it being a Netflix original outside Malaysia.
- Pulang novel is featured at the Frankfurt Book Fair as one of the top 50 Malaysian titles.

Film Distribution



Newest Film Release!

Tujuh



Non Digital Reach Through Integrated Platforms

4.8 M

listenership
yearly³⁾



primeworks
studios

Over 3.5 K

hours produced
per year



9.7 M

average views
per day²⁾

BIG TREE

KURNIA

UPD

TRC

GOTCHA

BT SJ

220 M

eyeballs monthly

WOWSHOP

1.04 million

total unique customers to date

3.8 M

readership
yearly¹⁾

NEW STRAITS TIMES

BH
Berita Harian

Metro

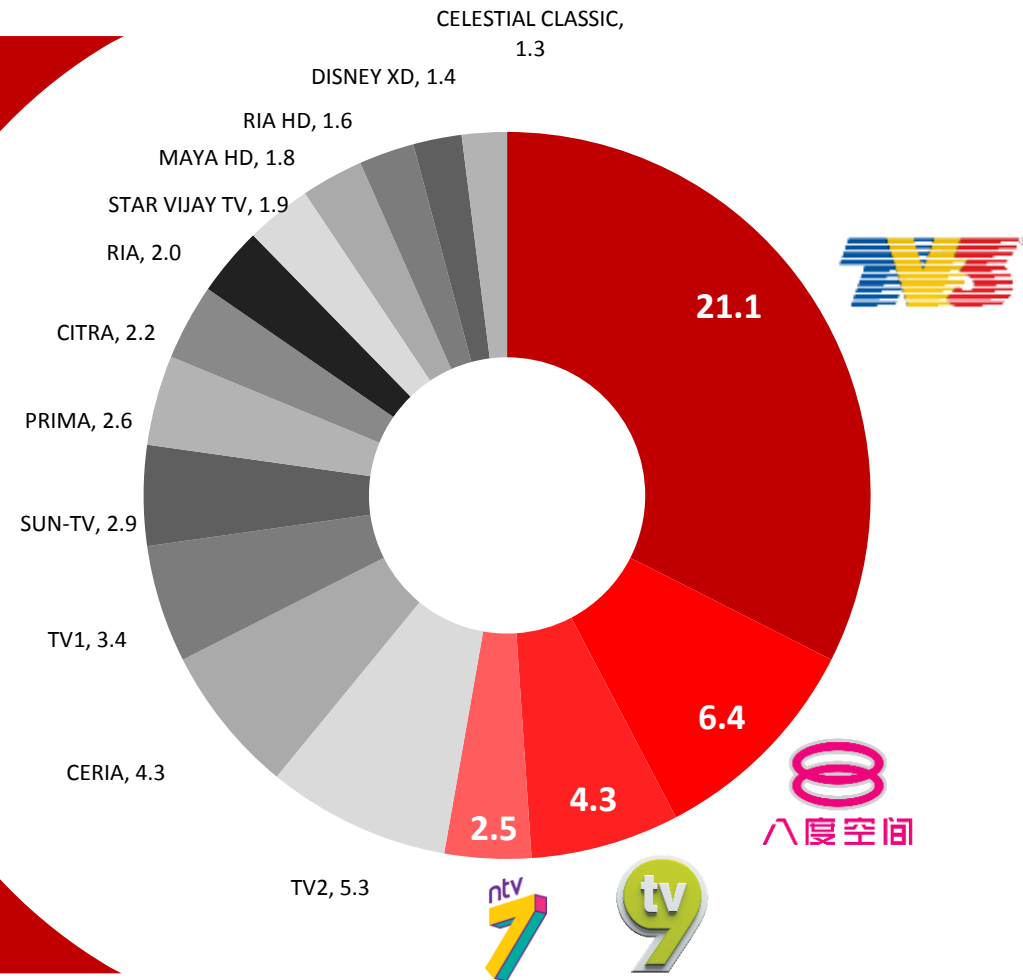
- 1) Source: Nielsen (survey period Jan 2017 - Dec 2017)
- 2) Source : Nielsen TAM (Jan 2018 – Sept 2018)
- 3) Source: Survey 1, 2018: GFK Radio Audience Measurement

Info updated as at 30 September 2018



Leading the Competition Across All Stations and Channels

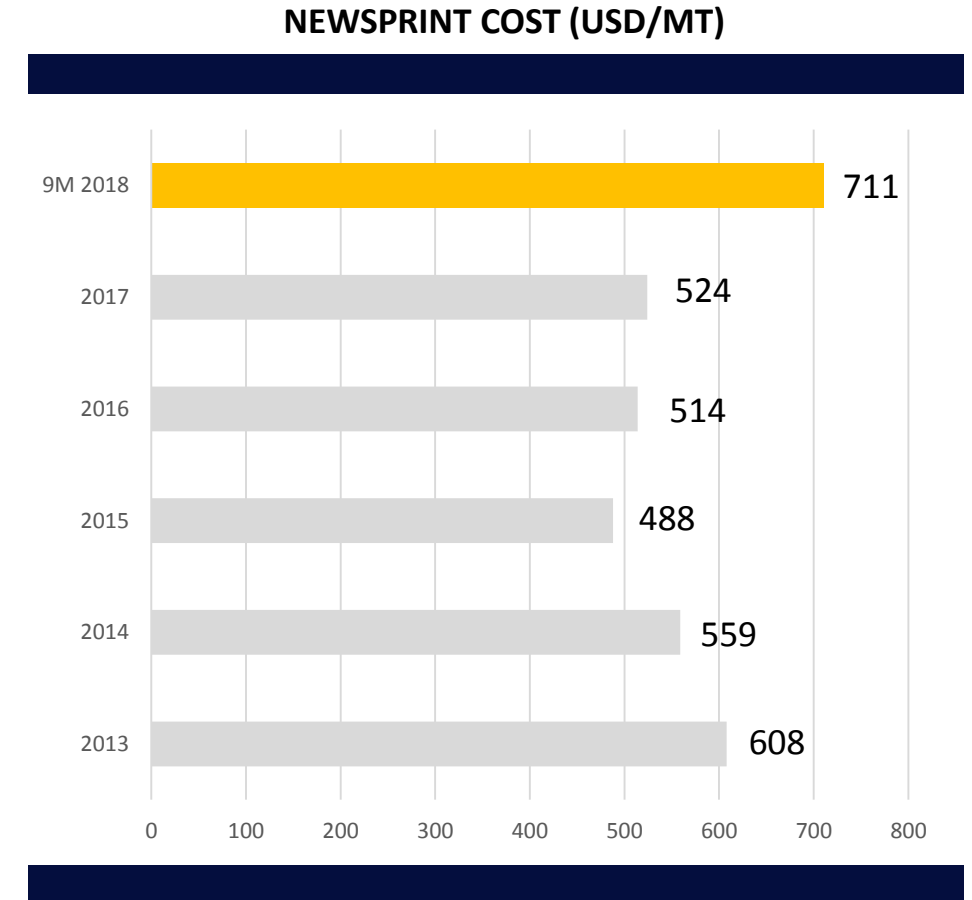
Captured
34.3%
total audience
share



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

Increased Newsprint Cost has Neutral Impact as Circulation Declines

	CIRCULATION		READERSHIP	
	Jan – Jun 2017	Jul – Dec 2017	Jul - Jun 2017	Jul - Jun 2018
NEW STRAITS TIMES	44,779	36,278	200,000	120,000
new sunday times	49,396	38,902	154,000	82,000
BH Berita Harian	91,648	69,985	946,000	924,000
BH AHAD	77,614	62,927	916,000	793,000
Harian Metro	133,003	112,705	2,584,000	2,062,000
Metro Ahad	142,795	120,979	3,027,000	2,277,000
	539,235	441,776	7,827,000	6,258,000



Source:












Circulation – Audit Bureau of Circulations

Readership – Nielsen Media Research



Resilient Digital Radio Listenership

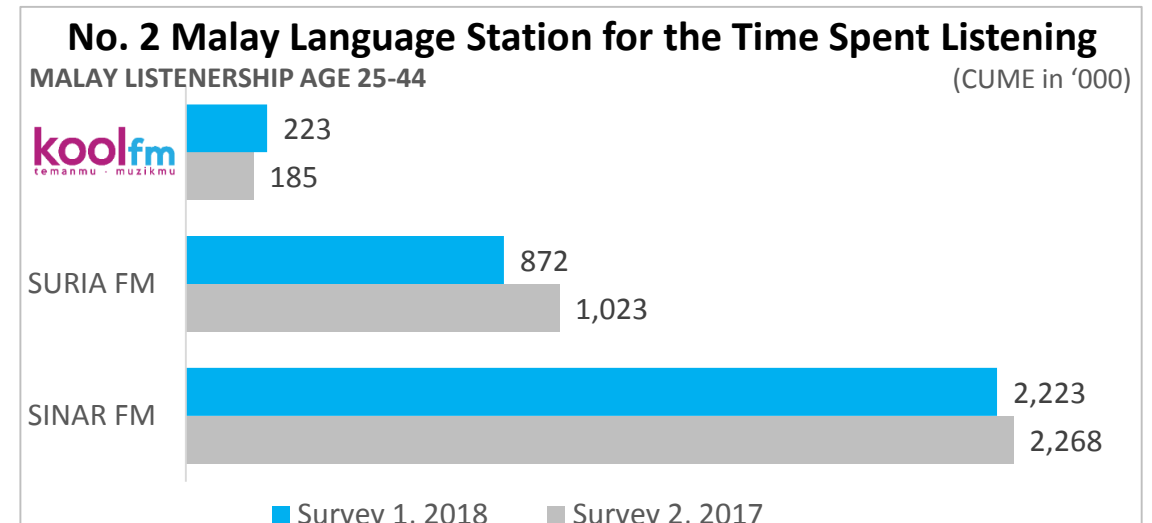
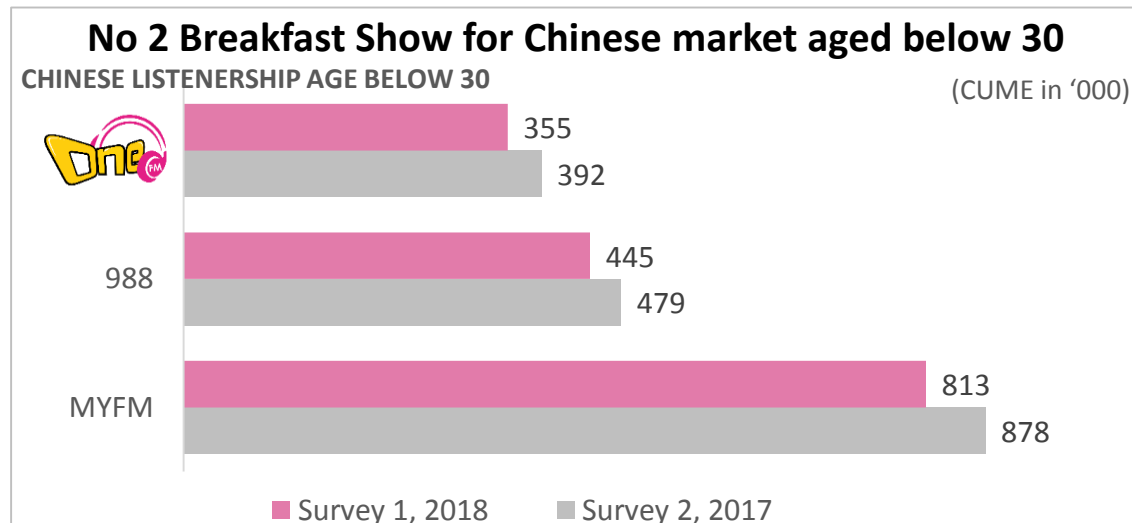
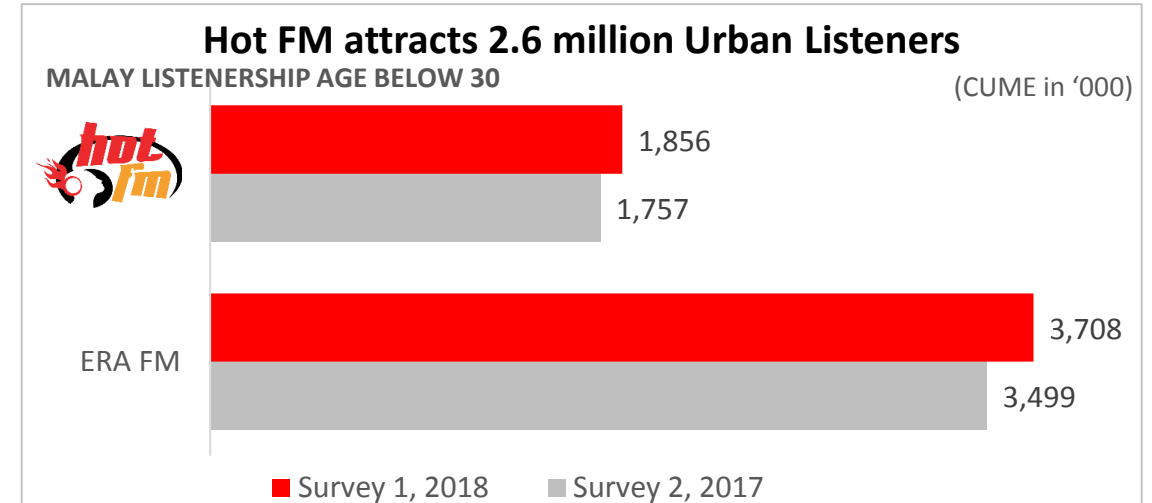
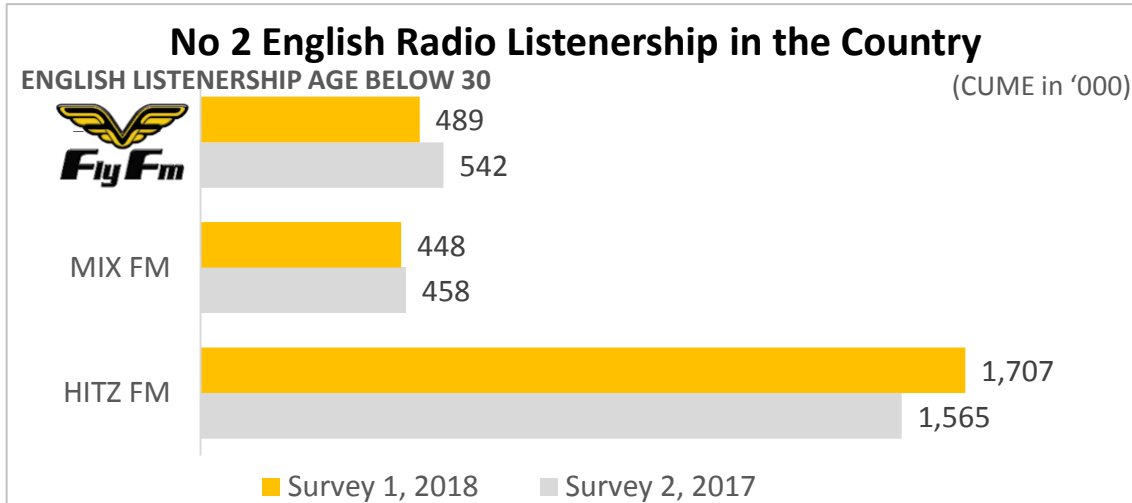
RIPPLE

					
 Total listenership/month	1,191,100	5,332,381	2,416,924	1,631,632	419,142
 Average Unique/month	103,359	647,293	177,381	125,947	
 Unique Mobile	35,656	270,146	86,844	46,955	
 Unique Website	67,703	377,147	90,536	78,992	
 Average Listening Hours	8 to 19 minutes	8 to 30 minutes	10 to 30 minutes	10 to 35 minutes	
 Total Downloads in Q3	9,868	30,250	12,310	8,795	7,113

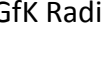
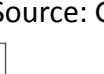
Source: RadioActive, Singapore as at 30 September 2018



Capturing Different Target Audiences



Source: GfK Radio Audience Measurement



Technology Deployment

Widening Coverage Across Malaysia

Asset Premierisation

End to End Solutions





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Latest Developments

Media Prima Radio Networks is Now **RIPPLE**

RIPPLE

**AN AUDIENCE-FOCUSED DIGITAL MEDIA,
BROADCAST AND COMMERCE COMPANY**

-  Aims to unlock more opportunities to engage with audiences creatively by leveraging on data to personalize engagement and to be a part of their daily digital lives
-  Targets to exploit the audience gaps in broadcast by launching new digital assets
-  To connect with audiences on a more personal level and to explore new revenue opportunities
-  Content, Talents, Experiences and Platforms.
-  Introducing 7 new digital brands








Digital Brands	Target Audience	Age
THELAKI	Malay-Male	18-29
lunaria	Malay-Female	13-17
dhia	Malay-Female	18-29
Donna	Malay-Female	30-44
Wakeke	Chinese-Unisex	18-29
CHAPTERS	Chinese-Unisex	30-44
likely	Urban English- Female	18-29

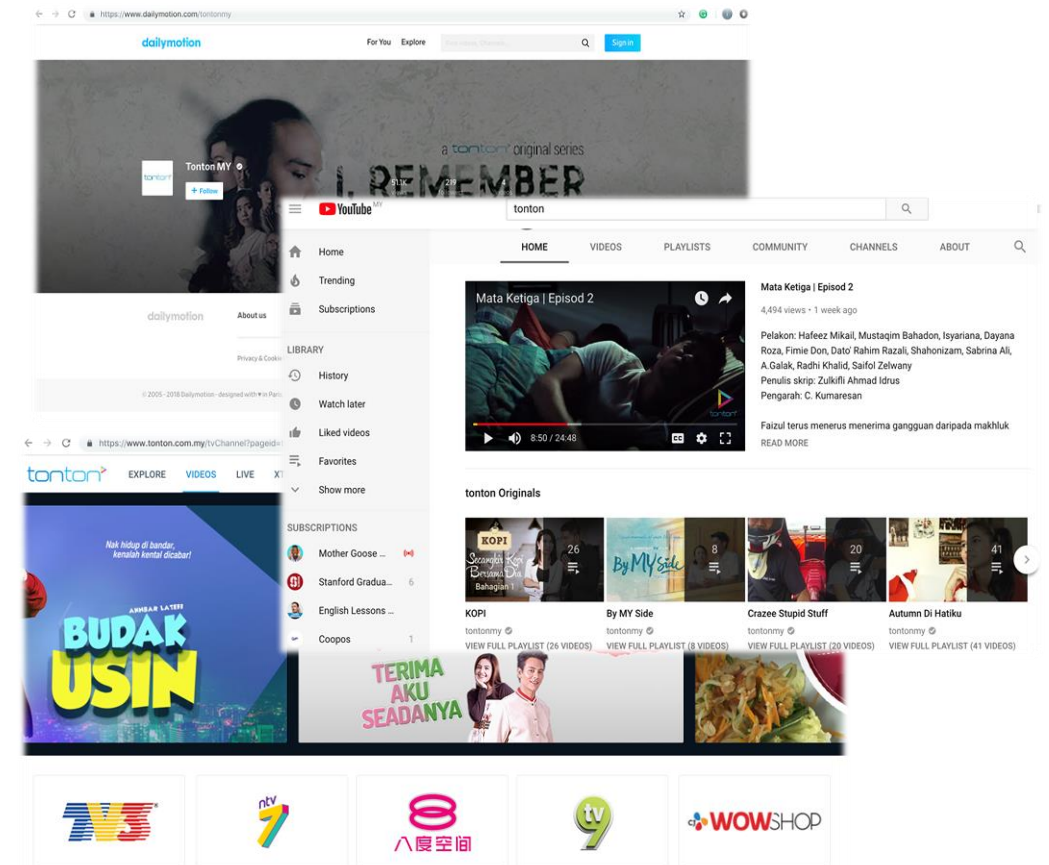
tonton Made Accessible at No Cost via YouTube & Daily Motion



Content Democratisation



-  Subscription video-on-demand (“VOD”) model ceased beginning 31 August 2018.
-  Embedded YouTube & Daily Motion video players on tonton web and mobile platforms
-  To drive **higher revenue** through Programmatic Advertising, the fastest growing digital revenue segment
-  To **reach wider audience and reduce costs** while giving users an enhanced viewing experience across all devices
-  To allow advertisers to **capitalize on the popularity of tonton’s content** to target the right audience while ensuring brand safety



Collaboration with Global Technology Partners

Content Democratisation for Wider Reach and Better Monetization

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YouTube and Daily Motion Partnership Model

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



- Publishing Media Prima Video Content on the Platforms that are dominance among Malaysian viewers
- Embedding Video Player across Media Prima platforms

Benefits



Increase reach and Better Monetisation



Better video viewing experience of Media Prima's content across multiple devices.



Accelerating Digital Advertising Revenue

Focus resources in Programmatic Advertising

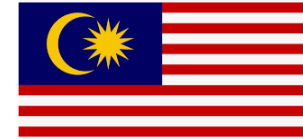
30

- Rev Asia signed a reseller agreement with a US-based digital media company Ziff Davis to operate Mashable in Southeast Asia.
- Curate and localise the best of Mashable's global content while adding original content specifically for the region.
- Malaysia, Indonesia, Philippines and Singapore.**

REVASIA



Mashable SE Asia



Media Prima in the News





THANK YOU

For more information, visit
www.mediaprima.com.my
for inquiries, suggestions & comments

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

