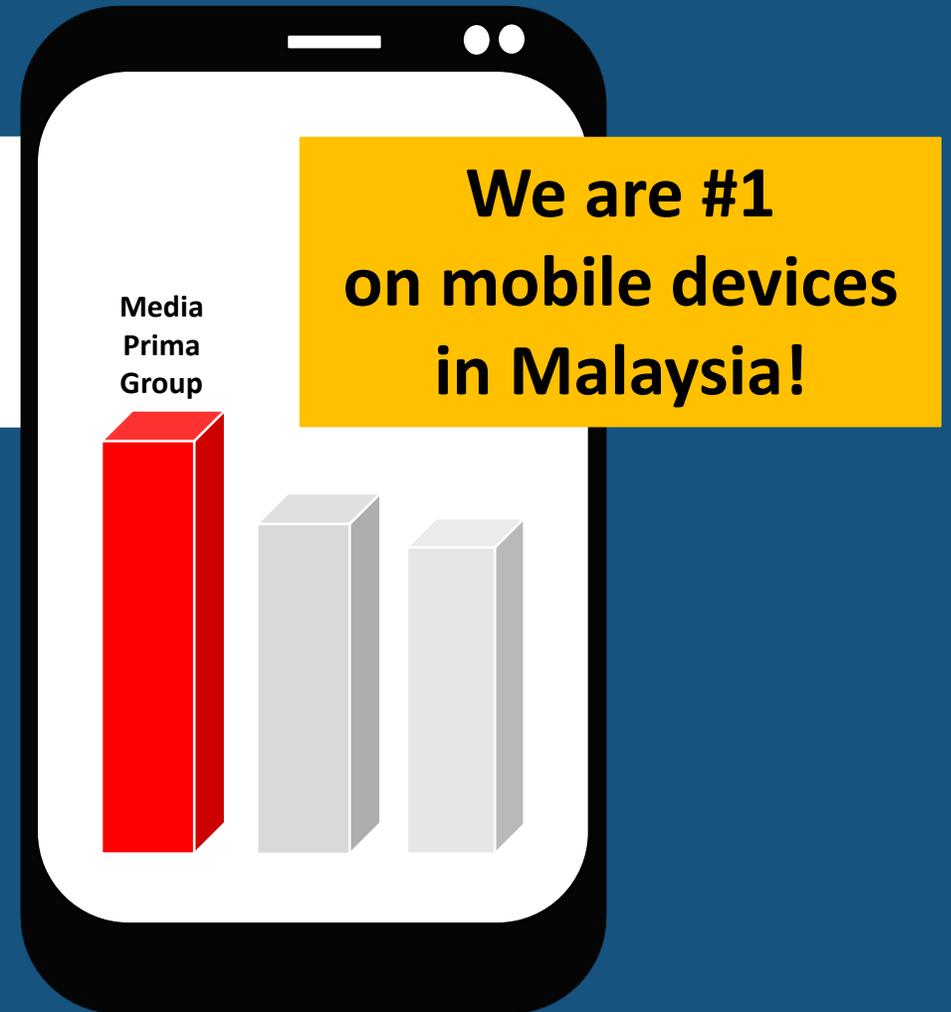




Investor Presentation

Financial & Business Review
for the Financial Year
Ended 31st December 2018



Media Prima Today



<p>TELEVISION</p>	<p>100% Sistem Televisyen Malaysia Berhad 100% Ch-9 Media Sdn Bhd 100% Metropolitan TV Sdn Bhd 100% Natseven TV Sdn Bhd 51% MP CJ ENM Sdn Bhd</p>		<p>OUT-OF-HOME</p>	<p>100% Big Tree Outdoor Sdn Bhd 100% Kurnia Outdoor Sdn Bhd 100% Gotcha Sdn Bhd 100% The Right Channel Sdn Bhd 100% UPD Sdn Bhd 60% Big Tree Seni Jaya Sdn Bhd</p>
<p>NSTP</p>	<p>98% The New Straits Times Press (Malaysia) Berhad</p>		<p>CONTENT</p>	<p>100% Primeworks Studios Sdn Bhd 100% Primeworks Distribution Sdn Bhd 100% Alternate Records Sdn Bhd 100% The Talent Unit Sdn Bhd</p>
<p>RIPPLE</p>	<p>100% Max – Airplay Sdn Bhd 100% Synchrosound Studio Sdn Bhd 99% One FM Radio Sdn Bhd 100% Kool FM Radio Sdn Bhd</p>		<p>DIGITAL MEDIA</p>	<p>100% Media Prima Digital Sdn Bhd 100% Rev Asia Holdings Sdn Bhd.</p>

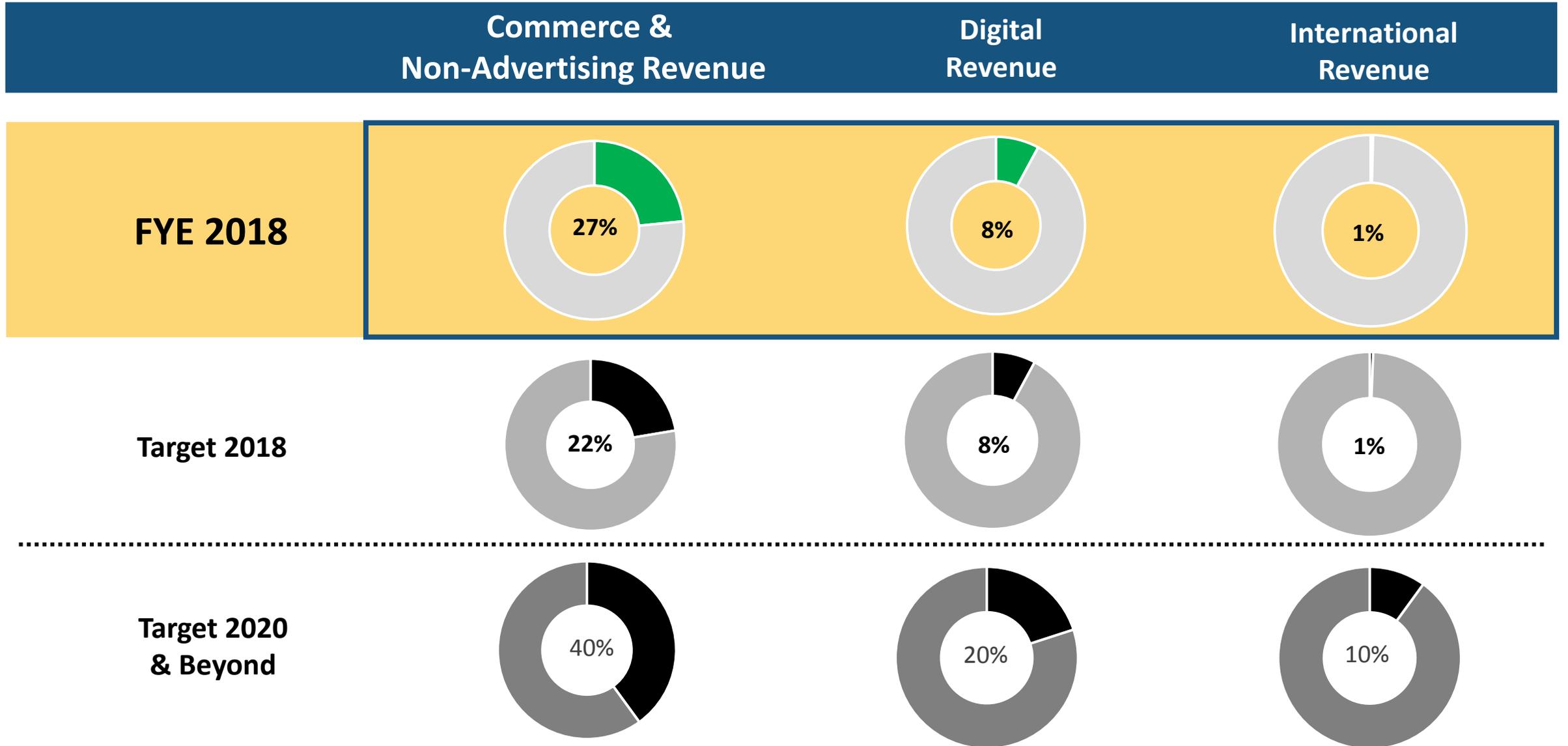
All entities are 100% owned, unless otherwise stated.



Fact sheet as at 31 December 2018

<p>Issued and Paid-up Share Capital</p>	<p>Shareholders Equity</p>	<p>Total Assets</p>	<p>Cash and Bank Balances</p>	<p>Group Borrowings</p>
<p>RM1,524.7m</p>	<p>RM808.6m</p>	<p>RM1,317.6m</p>	<p>RM210.1m</p>	<p>RM4.2m</p>

Transformation On Track – Revenue Diversification In Progress



Transformation Showing Improved Results

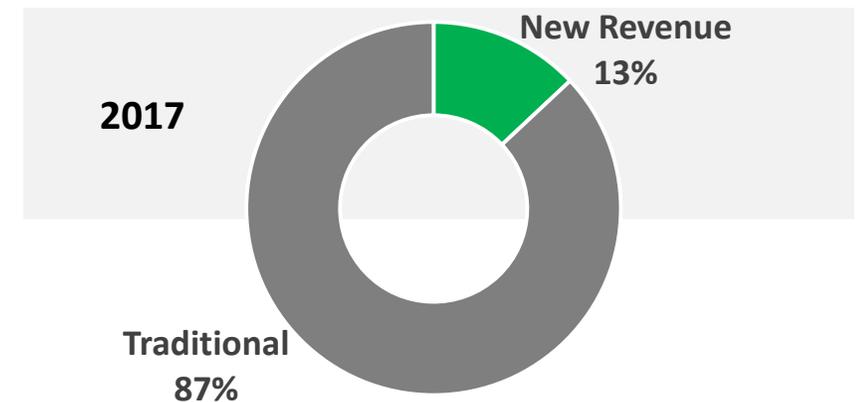
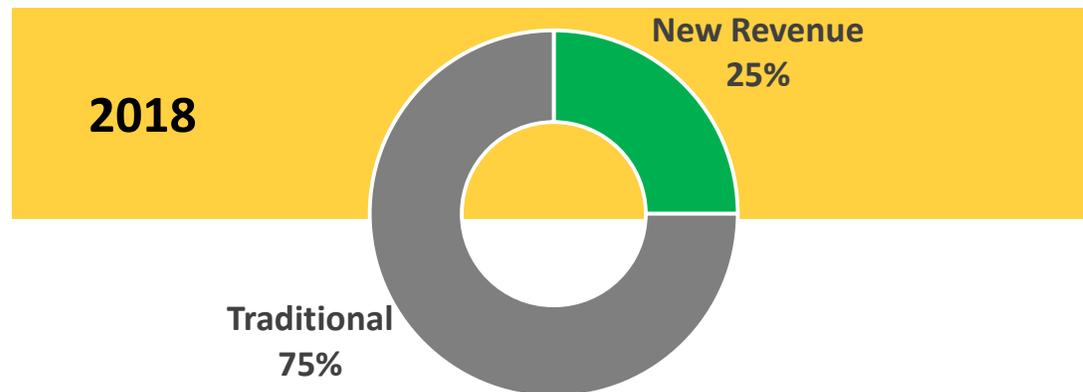


Turnaround was Achieved on the Back of [Successful Revenue Diversification](#) and [Asset-light Strategies](#)

	Q4 2018 (RM'000)	Q4 2017 (RM'000)	Change (%)	FYE 2018 (RM'000)	FYE 2017 (RM'000)	Change (%)
Net Revenue after Royalties	290,352	306,239	(5)	1,185,363	1,197,609	(1)
EBITDA/ (LBITDA)	101,832	8,056	>100	154,331	20,290	>100
PBT/ (LBT)	82,386	(328,770)	>100	60,640	(605,528)	>100
PAT/ (LAT)	81,135	(384,741)	>100	58,991	(669,665)	>100

Accelerated Growth in Digital and Commerce has Cushioned Traditional Revenue Decline

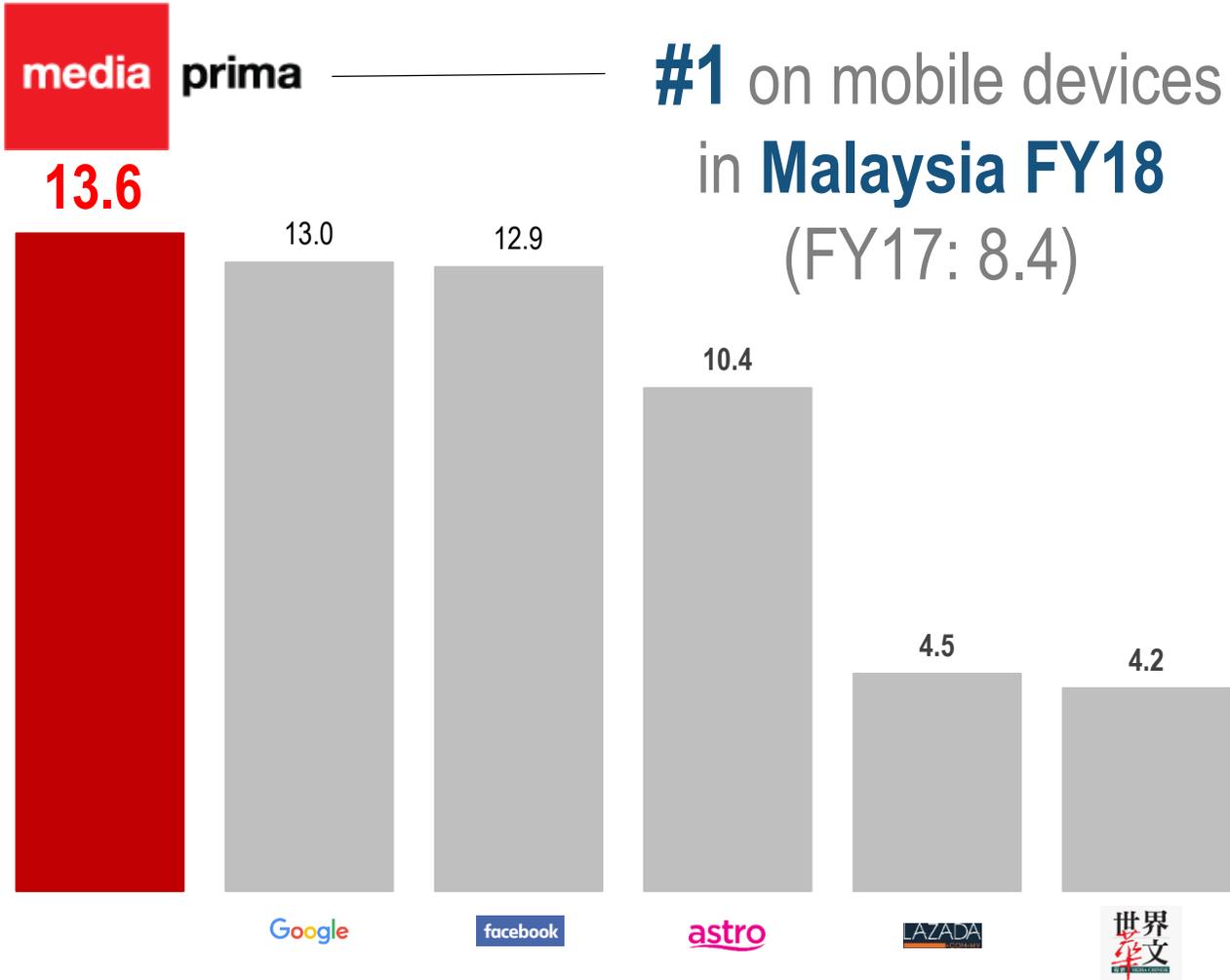
Net Revenue



Operational Review

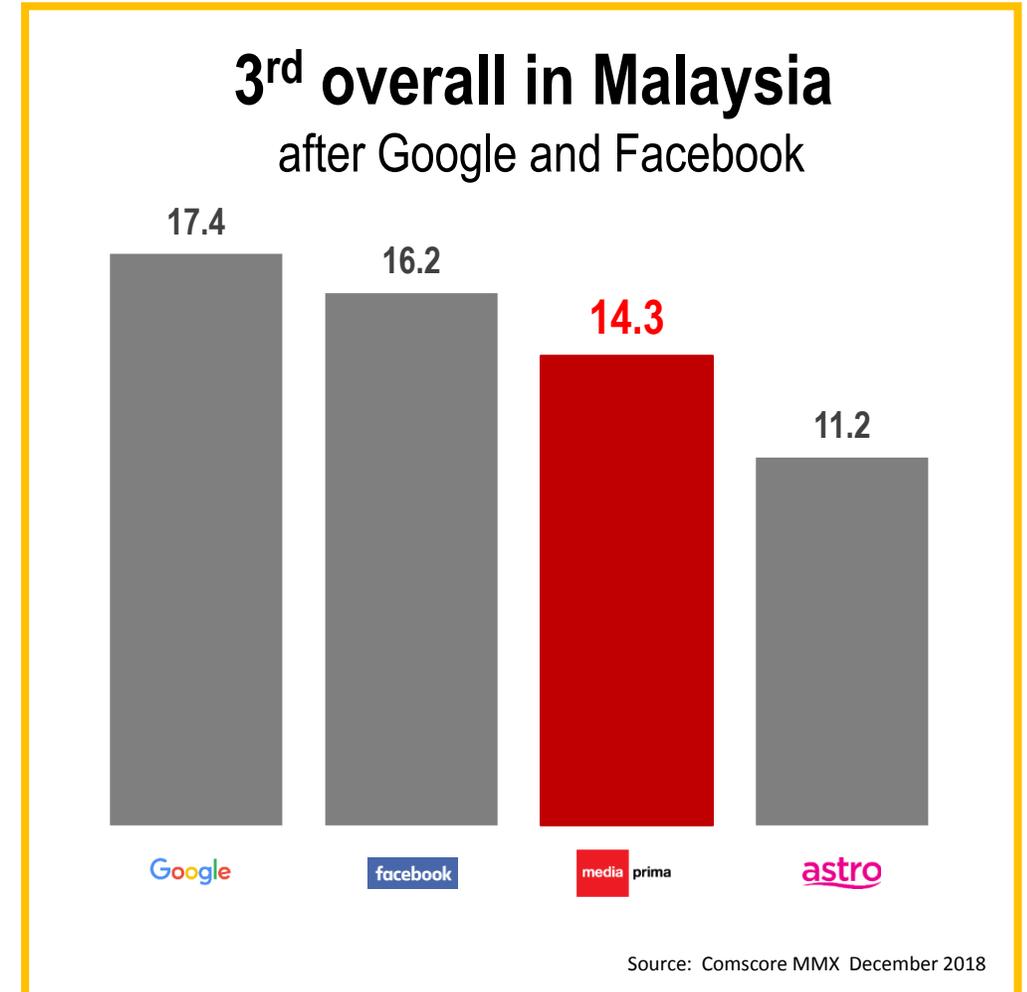


Digital-First Content and Commerce Company



Measurement: Unique Visitors (mill)

Source: Comscore MMX December 2018



Media Prima's Digital Assets in Various Formats



> 200mill of Potential Digital Reach

Social Media

Followers/ Views



Audio

3.1 m
Monthly Average
Digital Listenership



Mobile

>9.9 m
Downloads



Publishing

149.5 m
Monthly Page Views
20.4 m
Monthly Unique Visitors



Digital Brands

31.9 m
Page Views



Growing and Scaling New Digital Reach



New!  **TTN 谈谈网**

- Strategically Acquired **25% stake**
- Rev Asia as **Exclusive Advertising Reselling Partner**
- **Strengthen Group's Dominant Position** in the millennial Chinese-speaking online community
- **Solidifying MPB's position** as the Largest Local Digital Media Company in Malaysia.
- **Scaling** digital business and digital reach **at a rapid pace.**

NSTP Continues to Create and Deliver Value in the Digital Space



Source: Google Analytics, App Annie as at 31 December 2018

	Monthly average page views	Monthly average unique visitors
	15.7 m	4.1 m
	53.6 m	7.3 m
	80.2 m	9.0 m

Educational Vertical



42.4 k
Monthly Average Pages Views

8.3 k
No. of unique Paid Subscribers

78.0 k
Total Apps Download

11.0 k
Monthly Average Unique Visitors

Lifestyle Vertical

HIJAB&HEELS

2.7 m
Unique Pages Views

1.5 m
Unique Visitors

Social Media

10.8 m
Total no. of likes

951.5 k
Total no. of followers

2.7 m
Total no. of followers

376.0 k
Total no. of subscribers

E-paper

138.4 k
App. Downloads

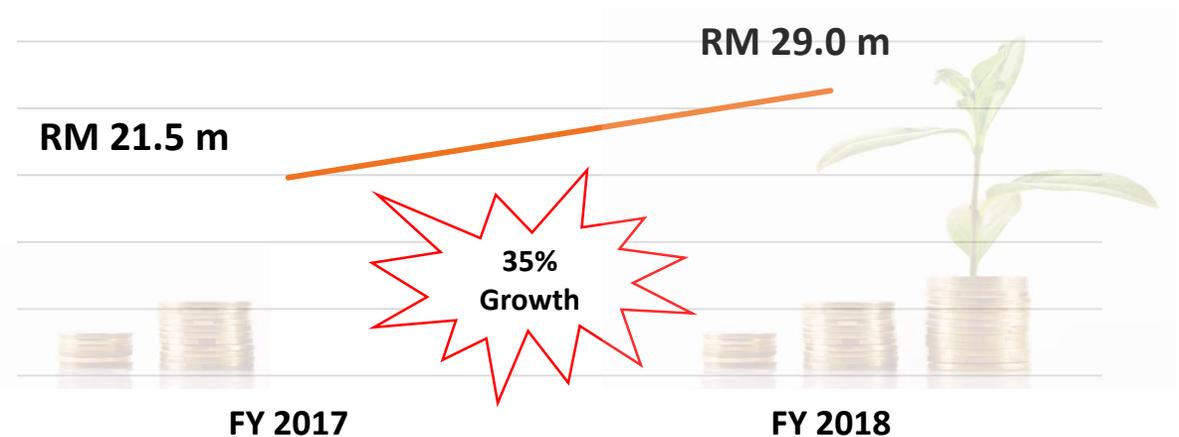
Mobile TV

69.1 k
App. Downloads

Mobile Apps

402.8 k
App. Downloads

NSTP's Digital Revenue



RIPPLE : Engagement Beyond Traditional Listenership



					
 Total listenership/month	370,508	1,117,891	916,960	433,477	419,142
 Average Unique/month	136,679	376,303	184,597	125,651	nil
 Average Listening Hours	25 minutes	46 minutes	35 minutes	53 minutes	
 Total Downloads in Q4	9,396	31,395	12,091	9,716	13,973
 Unique Mobile	62,192	463,360	279,560	185,681	nil
 Total Downloads in 2018	32,755	110,400	43,826	40,346	38,607



2.15 Mil
Total followers



5.33 Mil
Total followers



1.94 Mil
Total followers



0.60 Mil
Total followers

Total: 10.0 mill followers
(FY17: 9.39 mill)



Q4 2018 Total Active Users- ~7million

Q4 2018 Top Performing Apps

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



Source : AppAnnie , Unity Platform ,Google Analytics



- 1.26 m downloads in 7 months.
- >990k cumulative active users



- New character (Song Wen) released in Nightstream. Angpow packets with character on it that are given out via OneFM 'Troopers'



- Celcom's XPAX signed for Kejohanan E-Sukan Kampus Sem 1

Coming Strong in Gaming and eSports Industry



Developing eSports Through Strategic Collaborations

MPD & Kitamen joining hands to boost the eSports industry from multiple fronts.



- In-house asset
- Exposure at large scale on-ground events such as Karnival Jom Heboh and future IPT tournaments.



- Gaming inventories
- Expertise in organizing eSports events

X PAX Kejohanan E-Sukan Kampus



- Malaysia's 1st tournament for gamers, studying in colleges or universities to showcase their skills
- Chance to become a professional gamer



Media Prima Labs, partnering with Streamline Games has launched a game app -



Optimizing each other's strengths:

- Media Prima focusing on marketing
- Streamline games focusing on game development

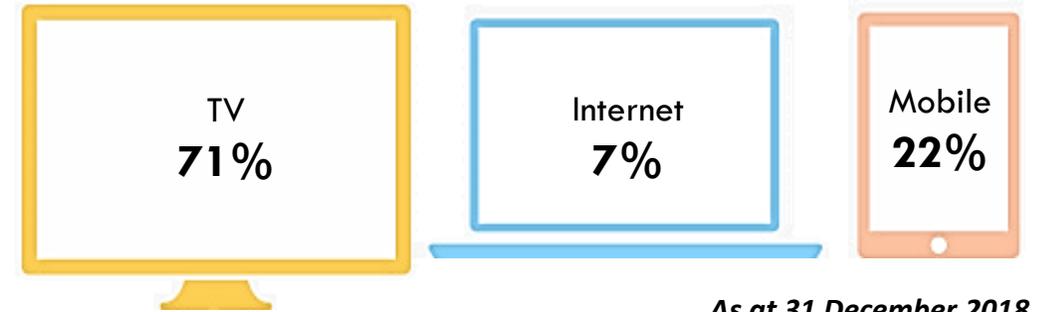




65% y-o-y Revenue Increase

	FY '18	FY '17	Change
Total net sales	RM213.2 mil	RM129.5 mil	65%
Total quantity of items sold	1.3 mil	0.7 mil	86%
Total registered customers	534.0 k	390.4 k	37%
Total new SKUs	347	207	68%

1.2M Customer Base as at 31 Dec 2018



As at 31 December 2018

Top 3 best selling items in Q4 2018, based on net sales amount:



Homecare Easy Cleaning Set



ILO Cherry Pot Set



Europlus Razor Chopper Twin bowl set

More **WOWSHOP** Dedicated Hours in 2019 to Accelerate Growth



			
<p>(Mon – Sun) 5:30am - 6:30am</p> <p><i>Live show!</i> (Mon) 1:00pm – 1:30pm</p>	<p>(Mon – Sunday) <i>Live show included</i> 6:00am – 5:30pm 8:30pm-11:00pm 12:00am-1:00am</p>	<p>(Mon – Sunday) <i>Live show included</i> 6:00am – 9:00am</p> <p><i>Live show!</i> (Sat) 1:00pm-2:00pm</p>	<p>(Mon – Sunday) <i>Live show included</i> 6:00am – 1:00pm 1:30pm-8.00pm 11.00pm-12:00am</p>



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		

Local Content Production and Intellectual Properties



International Sales



- *Tujuh the Movie* – was available on Unifi TV since Dec 2018.



- *Ejen Ali Season 2* – sold to Disney South East Asia.

Co-productions/ External Content

- *Lazada 11:11 Super Show*
- *Dapur Duet Seri Murni* for Seri Murni
- Karoks Selebriti KFC Snacks in MM33



Expanding Animation

- *Ejen Ali The Movie*



Licensing & Merchandising



- *Big Bad Wolf 2018* - Ejen Ali participated for the 2nd time in Dec 2018.



- Successfully launched Ejen Ali's school shoes under BATA which has been in stores since Nov 2018.

Upcoming Film Releases!





MATA KETIGA

Total Video Views
(31 Oct - 31 Dec):
306,332



GHAIB

Total Video Views
(15 Dec - 31 Dec):
245,146



RAISHA 2

Total Video Views
(20 Nov - 31 Dec):
4,008,203



LOVE AT FIRST SWIPE

Total Video Views
(24 Dec - 31 Dec):
678,984

Total Video Views
>5 million



Scan here to watch our exciting and original content!





Launched **Big +** in Jan 2019

BIG + bridges out-of-home solutions with online capabilities.

- Prompts consumers via out-of-home advertisements and retargets them further on their mobile.
- Induces an immediate call-to-action, where upon seeing advertisements on static or digital out-of-home, audience would be able to take action on advertisements instantaneously.



Geofence technology which serves online banners upon entering a designated geofence.



Image scanning technology of OOH static or digital visuals with smart devices, leading to online activation and engagement.



Dynamic digital content where brand messages are customised with real-time influence by weather, vehicle identification, social engagement, facial recognition and live streaming.

Non Digital Reach Through Integrated Platforms



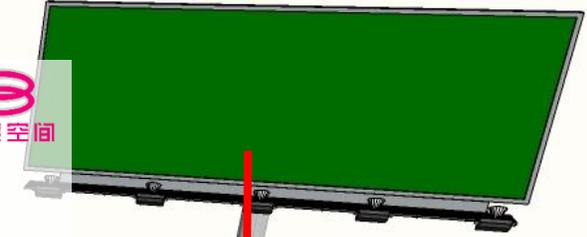
4.96 M
listenership
yearly³⁾

primeworks
studios



Over 3.5 K
hours produced
per year

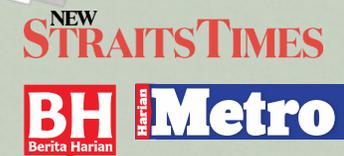
10.2 M
average views
per day²⁾



~ 200 M
eyeballs monthly

WOWSHOP
1.13 million
total unique customers to date

3.1 M
readership¹⁾
yearly

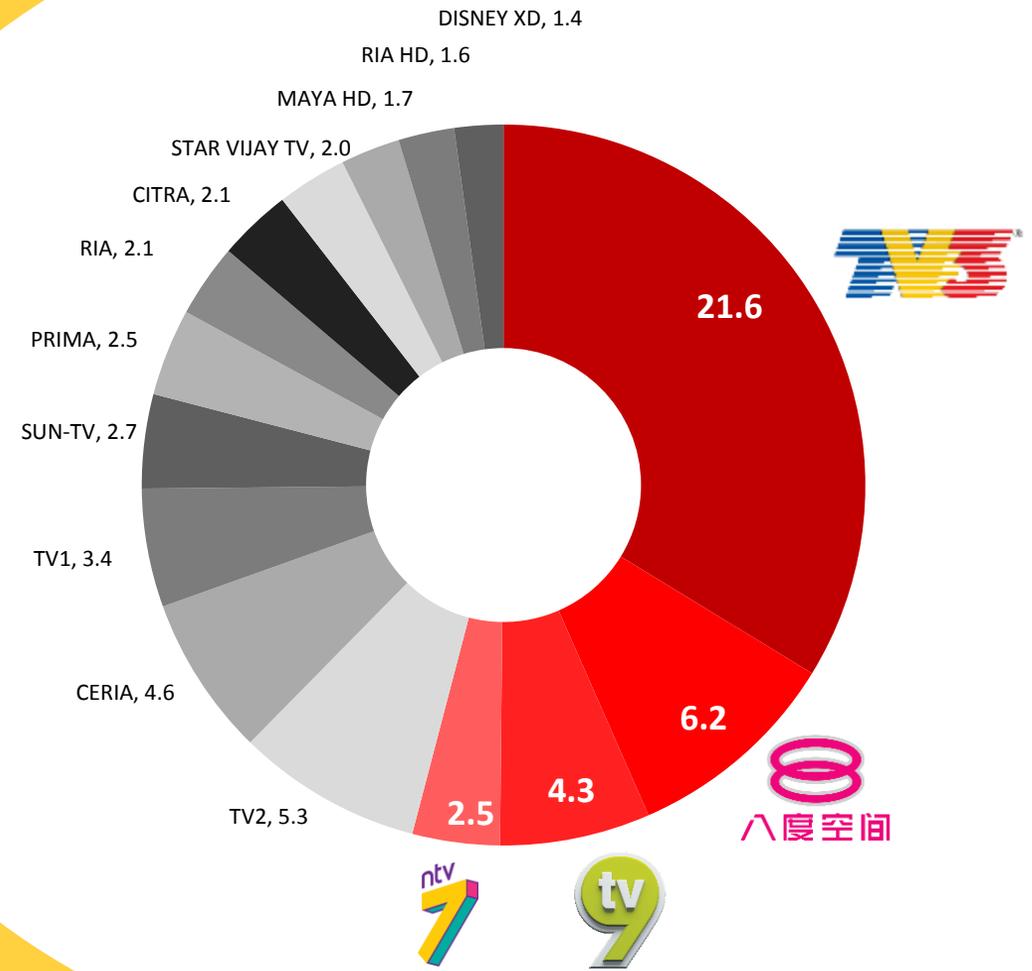


1) Source: Nielsen (survey period Jul 2017 – Jun 2018)
2) Source : Nielsen TAM (Jan – Dec 2018)
3) Source: Survey 2, 2018: GFK Radio Audience Measurement

TVN leading the Competition Across All Stations and Channels



Captured
34.6%
total audience share

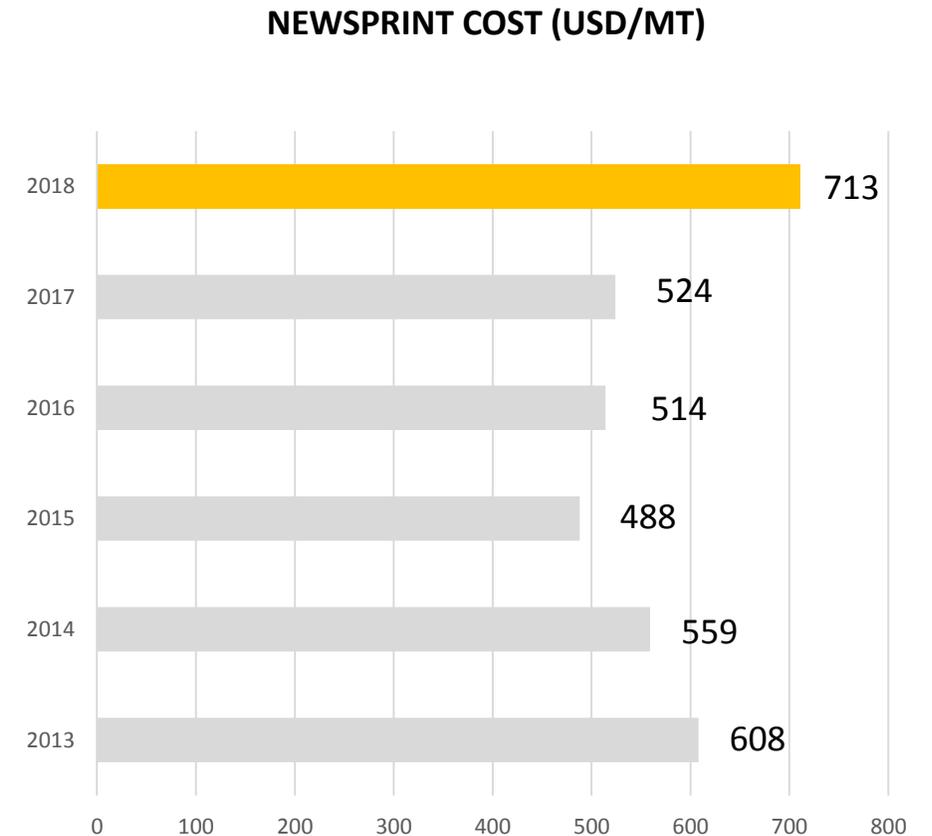


Source: Nielsen Audience Measurement (1 January – 31 December 2018)

Increased Newsprint Cost has Marginal Impact as Circulation Declines



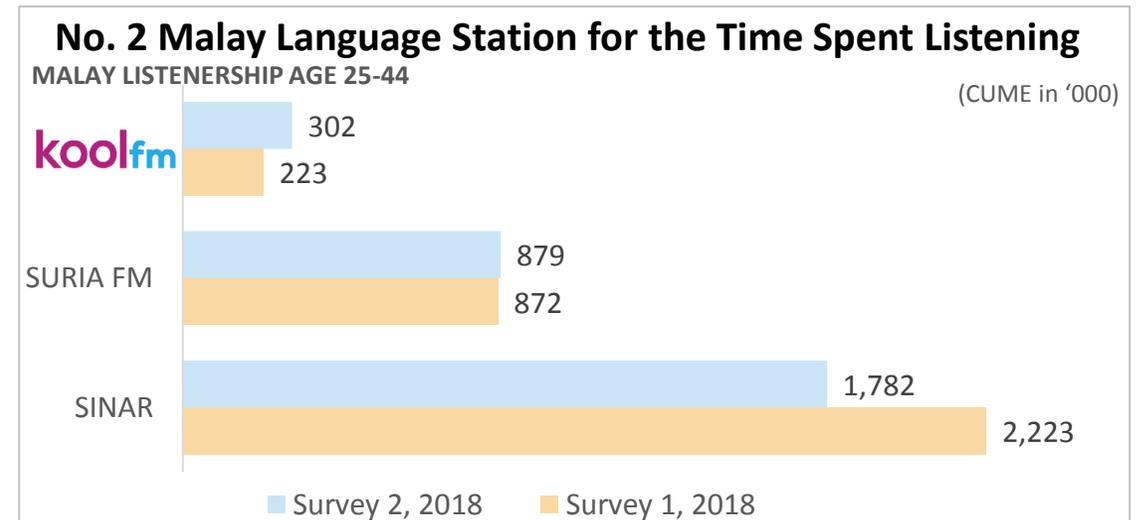
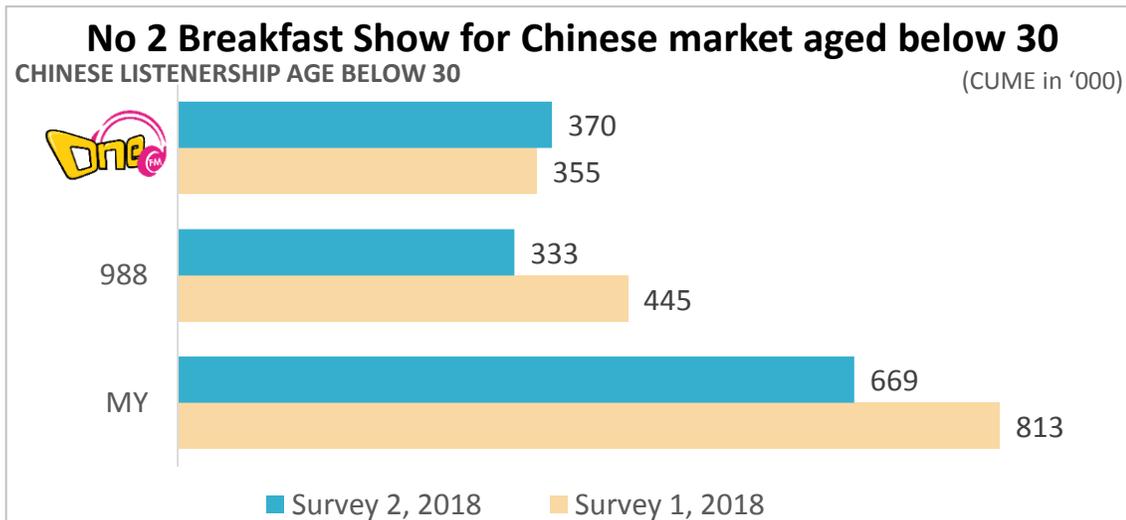
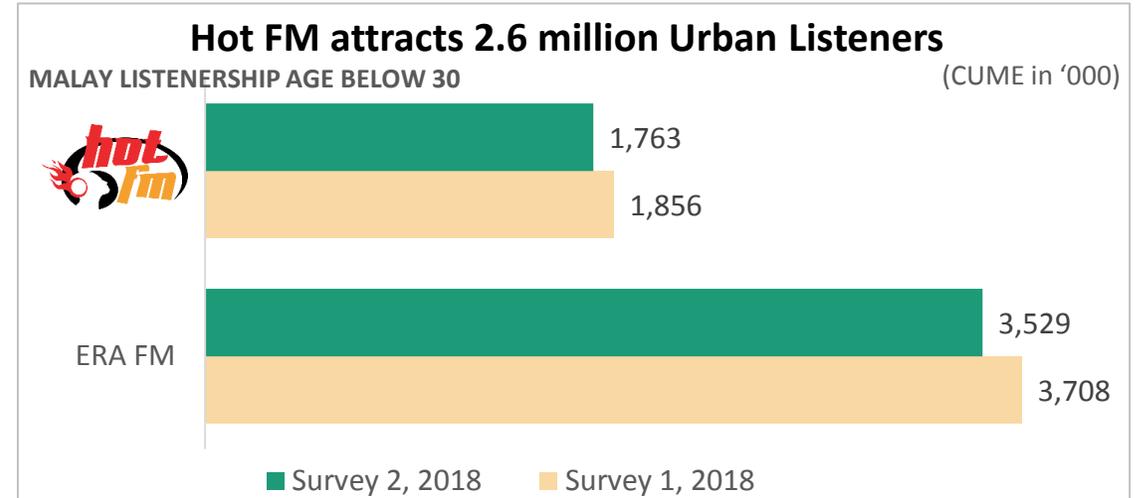
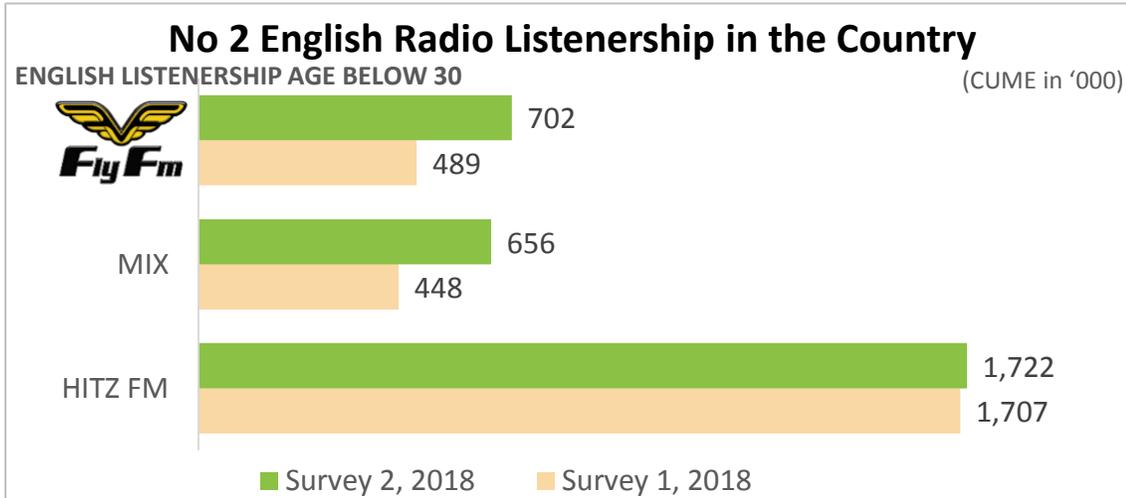
	CIRCULATION		READERSHIP	
	Jul – Dec 2017	Jan – Jun 2018	Jul - Jun 2017	Jul - Jun 2018
NEW STRAITS TIMES	36,278	32,064	200,000	120,000
new sunday times	38,902	34,210	154,000	82,000
BH Berita Harian	69,985	82,252	946,000	924,000
BH AHAD	62,927	56,027	916,000	793,000
Harian Metro	112,705	98,093	2,584,000	2,062,000
Metro Ahad	120,979	102,909	3,027,000	2,277,000
	441,776	405,555	7,827,000	6,258,000



Source:

Circulation – Audit Bureau of Circulations
Readership – Nielsen Media Research

Capturing Different Target Audiences



Source: GfK Radio Audience Measurement

Market Leading OOH Player



Malaysia's number 1 out-of-home advertising solutions provider, architecting the landscape of main market centres and secondary towns nationwide.



Asset Premierisation

End to End Solutions

Technology Deployment

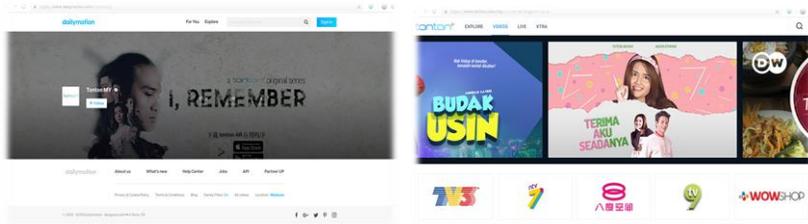
Widening Coverage Across Malaysia



2018 Achievement Highlights



Content
Democratisation



International Sales



Big Campaign



- 10-Hour back to back live show on 30 September 2018
- Recorded RM2.0m sales

RIPPLE

AN AUDIENCE-FOCUSED DIGITAL MEDIA,
BROADCAST AND COMMERCE COMPANY

Introduced 7 new digital brands



Smart Collaboration



FINANCIAL REVIEW



Transformation Improved Performance



	BAU FYE 2018	Odyssey FYE 2018	Group Actual FYE 2018	BAU FYE 2017	Odyssey FYE 2017	Group Actual FYE 2017	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	1,035,492	322,995	1,358,487	1,193,897	190,671	1,384,568	(2)
Net revenue	884,472	301,265	1,185,737	1,022,391	176,437	1,198,828	(1)
Royalties	(374)	-	(374)	(1,219)	-	(1,219)	69
Net revenue after royalties	884,098	301,265	1,185,363	1,021,172	176,437	1,197,609	(1)
Direct costs	(339,692)	(162,637)	(502,329)	(382,532)	(100,069)	(482,601)	(4)
Contribution	544,406	138,628	683,034	638,640	76,368	715,008	(4)
Other income*	203,591	1,515	205,106	24,232	3,823	28,055	>100
Overheads	(561,083)	(172,726)	(733,809)	(605,319)	(117,454)	(722,773)	1
EBITDA / (LBITDA)	186,914	(32,583)	154,331	57,553	(37,263)	20,290	>100
Finance costs	(19,405)	-	(19,405)	(14,574)	(86)	(14,660)	(32)
Depreciation & amortization	(70,466)	(3,820)	(74,286)	(106,214)	(2,660)	(108,874)	32
Profit/(Loss) before associate	97,043	(36,403)	60,640	(63,235)	(40,009)	(103,244)	>100
Share of associate's results	-	-	-	(4,889)	-	(4,889)	100
PBT/ (LBT)	97,043	(36,403)	60,640	(68,124)	(40,009)	(108,133)	>100
Exceptional Items ("EI")	-	-	-	(495,327)	(2,068)	(497,395)	>100
PBT/(LBT) after EI	97,043	(36,403)	60,640	(563,451)	(42,077)	(605,528)	>100
Taxation	305	(1,954)	(1,649)	(63,237)	(900)	(64,137)	>100
PAT/ (LAT)	97,348	(38,357)	58,991	(626,688)	(42,977)	(669,665)	>100
Minority interest	(2,355)	1,987	(368)	11,467	7,587	19,054	(>100)
PATAMI/ (LATAMI)	94,993	(36,370)	58,623	(615,221)	(35,390)	(650,611)	>100
EBITDA margin	21%	(11%)	13%	6%	(21%)	2%	
PATAMI margin	11%	(12%)	5%	(60%)	(>100%)	(54%)	

*Note: Included in Other Income are gain on disposal of property, plant & equipment and gain on disposal of an associate of RM133.1 mil and RM45.6 mil respectively

Digital and Commerce Driving the New Growth



		TVN	Home Shopping	PWS	Radio	OOH	Print	Digital	Corporate	Consol Adjustment	Total
		RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000
Net Revenue (after royalties)	FYE 2018	437,341	213,138	99,178	54,243	169,581	270,289	87,352	106,885	(252,644)	1,185,363
	FYE 2017	490,771	129,512	104,864	66,236	167,939	325,747	55,521	115,672	(258,653)	1,197,609
	Growth(%)	(11)	65	(5)	(18)	1	(17)	57	(8)		(1)
EBITDA/ (LBITDA)	FYE 2018	(71,096)	(2,246)	(15,331)	13,549	37,271	158,089	14,327	(299,793)	319,561	154,331
	FYE 2017	8,204	(14,093)	12,177	26,993	28,559	(26,517)	10,173	12,984	(38,190)	20,290
	Growth(%)	(>100)	84	(>100)	(50)	31	>100	41	>100		>100

Commendable Digital and Commerce Growth Rates



76% Increase In Digital And Home Shopping Revenue for FYE 2018

Net Revenue	Traditional			Digital			Home Shopping			Group		
	FYE 2018	FYE 2017	Growth	FYE 2018	FYE 2017	Growth	FYE 2018	FYE 2017	Growth	FYE 2018	FYE 2017	Growth
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	774,485	914,664	(15)	82,466	33,701	>100	-	-	-	856,951	948,365	(10)
Circulation	72,601	88,121	(18)	-	-	-	-	-	-	72,601	88,121	(18)
Commerce	28,349	16,989*	67	5,441	7,757	(30)	213,138	129,512	65%	246,928	154,258*	60
Content	6,028	5,045	19	-	-	-	-	-	-	6,028	5,045	19
Property and others	3,229	3,039	6	-	-	-	-	-	-	3,229	3,039	6
Total	884,692	1,027,858	(14)	87,907	41,458	>100	213,138	129,512	65%	1,185,737	1,198,828	(1)

* Comparative in respect of seminar services revenue have been restated to conform to the current year presentation of revenue.

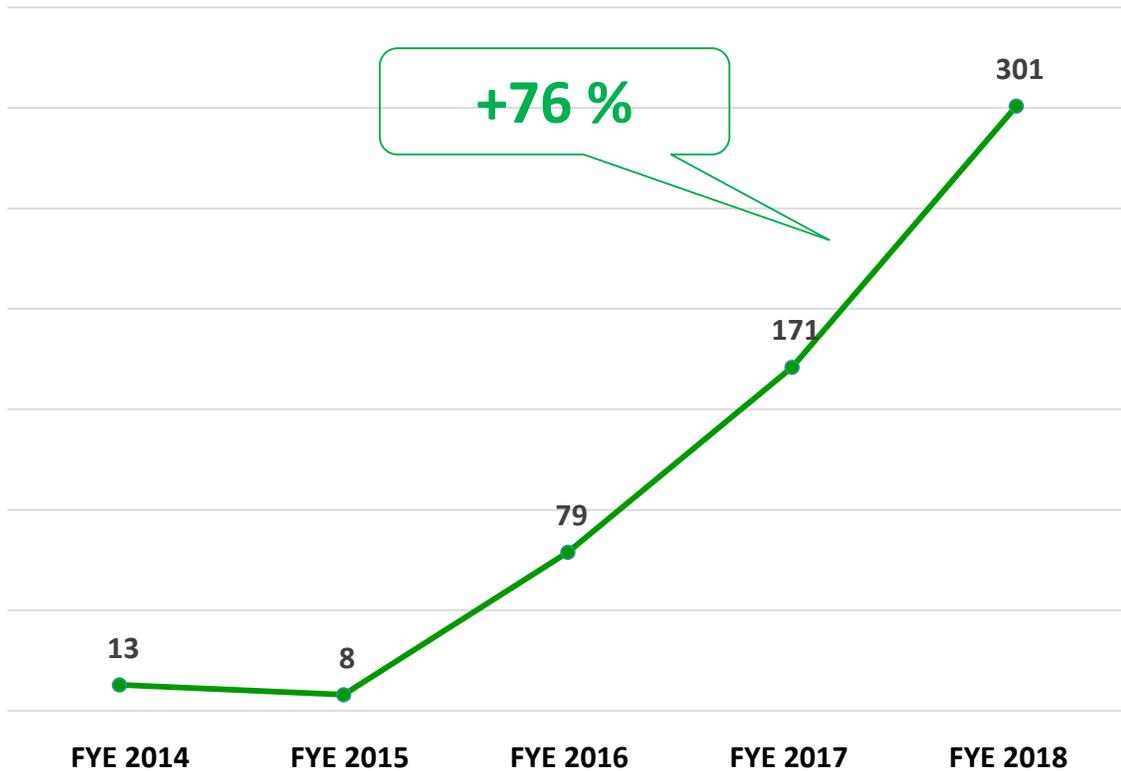
Positive Progress on Group's Transformation Plan



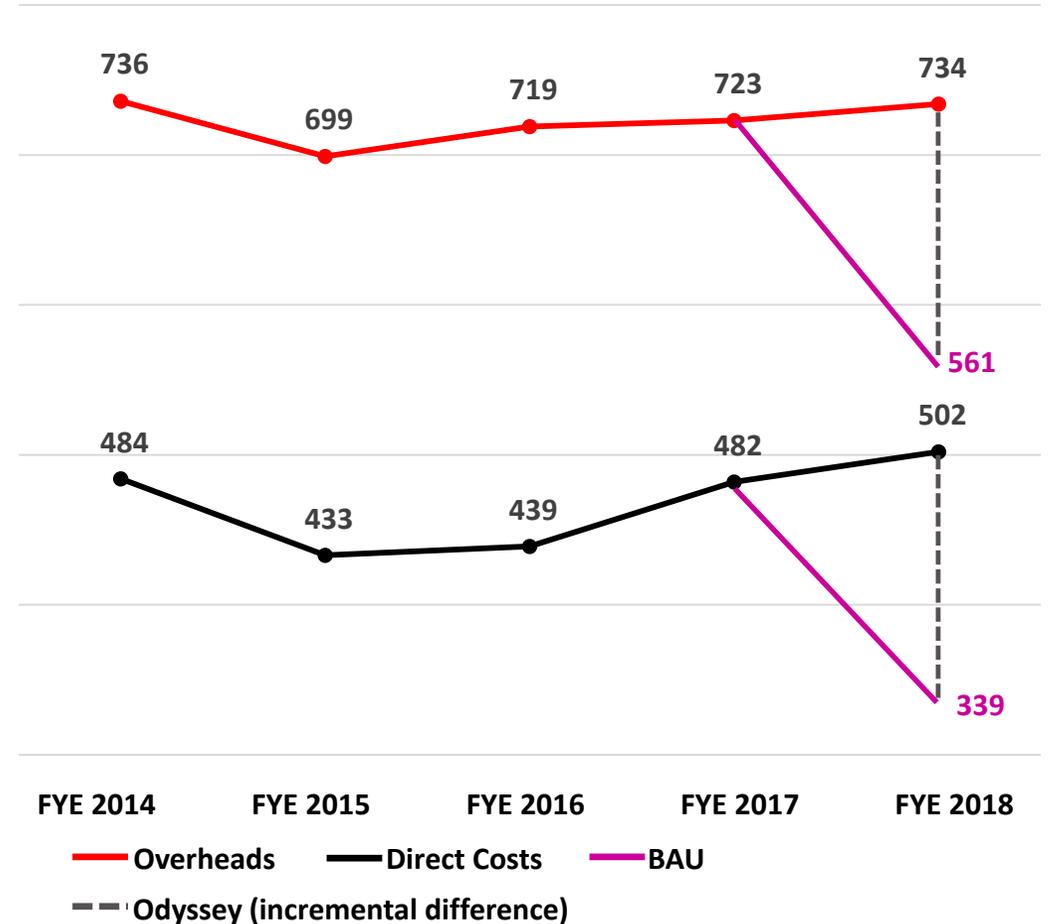
Digital advertising, digital content and consumer revenue has seen an encouraging growth since its introduction

Reinvesting Operating Costs in Transformation Initiatives

Consumer & Digital (RM mill)



Direct Costs and Overheads (RM mill)





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.