

INNOVATING OUR DIGITAL FUTURE

SUSTAINABILITY REPORT

2018

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Whether left-brained



Or right-brained,
YOU'LL FIT RIGHT IN



www.mediaprima.com.my

ABOUT THIS SUSTAINABILITY REPORT

The Media Prima Sustainability Report 2018 reflects our commitment to sustainable work and transparent reporting. This report provides stakeholders with a summary of our approach and performance in key sustainability areas.

SCOPE OF REPORT



REPORTING PERIOD

1 January to
31 December 2018,
unless specified.



REPORTING CYCLE

Annually



REFERENCES AND GUIDELINES

Principal Guideline:

Global Reporting Initiative
("GRI") Standards

Additional Guidelines:

- Bursa Malaysia's Sustainability Reporting Guide
- FTSE4Good Bursa Malaysia Index
- International Organization for Standardization ("ISO") 26000:2010 Guidance on Social Responsibility



COVERAGE

The Media Prima Sustainability Report 2018 covers the entire Group. Some indicators are partial and only relate to certain divisions or activities as indicated in the text.



RELIABILITY AND RELEVANCE OF INFORMATION DISCLOSED

The accuracy of the report's contents has been verified by SIRIM QAS International Sdn. Bhd.

FEEDBACK

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Media Prima Berhad.
Group Corporate
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FROM OUR CHAIRMAN'S DESK



DEAR SHAREHOLDERS, I AM PROUD TO PRESENT THE MEDIA PRIMA SUSTAINABILITY REPORT 2018.

Last year's results demonstrates the effective strategy of transcending traditional media borders into the world of digital. Remaining at the forefront of development requires agility and we need to be courageous in tackling new challenges. Our strategic direction strengthened our digital business in particular. 2018 was a year full of milestones, especially in the area of sustainability.

Changes in consumer behaviour, market fragmentation, intensive competition and technological development are rapidly changing media consumption and marketing. Media Prima continues to grow steadily by realising opportunities from digitalisation in all business areas and consistently interlinking our media platforms. We are more than a successful commercial enterprise, reaching millions of daily viewers, readers and users across our platforms. It is a great privilege and also a special obligation.

In our view, measuring a business strategy solely on financial performance is ineffective. Non-financial aspects are good indicators of lasting success. In this context, we define sustainable entrepreneurship as a holistic approach to increasing the future economic, environmental and social performance of the Group.

Over the years, the success of our sustainability agenda has created meaningful value for our communities, empowering those in need while furthering our organisational objectives.

We have a social and journalistic responsibility as a media group. Social networks have fundamentally changed how information is handled. We stand for editorial responsibility and have the expertise, reach and relevance, especially among young people.

Media Prima continues to build sustainable growth for the business, industry and society each day. We are committed to generating long-term sustainable value for all those connected to our business and the communities we proudly serve.

We have improved our sustainability communication over recent months and initiated many exciting projects. Historically, we have supported social engagements such as the PINTAR project and championed various humanitarian funds that help millions of people facing tragedy and other unfortunate circumstances. This report presents examples of how we meet our responsibilities and provides detailed information on the activities of each business platform.

I am pleased with our accomplishments so far, but there is always so much more to do. I, on behalf of the Board of Directors, would like to convey our most sincere thanks and appreciation to every member of the Media Prima family for making our Company better, every day. We will continue to invest in our people by developing their career skills, not just job skills. We are on a new journey of growth, building on our most formidable assets: our brands, our

financial strength, our digital reach and our stakeholders' universe. We need the strong commitment from our people to come together as one Media Prima family.

It is gratifying to witness the Group's numerous achievements in the financial year under review. To our shareholders, audience, viewers, readers and users, your continued loyalty and confidence have made this Group what it is today. I wish to extend a personal thank you to all stakeholders for the great journey in 2018. I am confident that with your continued support and devotion, Media Prima's achievements in the future will continue to shine positively.

It is with great pleasure that I share this sustainability report. As always, your input is invaluable as we innovate our digital future – the sustainable way. We look forward to hearing from you.

DATUK MOHD NASIR AHMAD
Chairman

CORPORATE STRUCTURE

MEDIA PRIMA TELEVISION NETWORKS

Company



100%
Sistem Televisyen
Malaysia Berhad



100%
Ch-9 Media
Sdn Bhd



八度空间

100%
Metropolitan TV
Sdn Bhd



100%
Natseven TV
Sdn Bhd



51%
MP CJ ENM
Sdn Bhd
(Formerly known as MP
CJ O Shopping Sdn Bhd)

Brands

tonton[®] xtra[®]

THE NEW STRAITS TIMES PRESS

Company



98%
The New Straits Times
Press (Malaysia) Berhad

Brands

NEW STRAITS TIMES

NEW SUNDAY TIMES



HIJAB&HEELS



RIPPLE

Company



100%
Max - Airplay
Sdn Bhd



100%
Synchronsound Studio
Sdn Bhd



99%
One FM Radio
Sdn Bhd



100%
Kool FM Radio
Sdn Bhd

Brands

Qis Kacang

dhia

Donna



THELAKI

likely



Wakeke

SuperDeals.com.my

BIG TREE

Company



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

PRIMEWORKS STUDIOS

Company



100%
Primeworks Studios
Sdn Bhd



100%
Primeworks Distribution
Sdn Bhd



100%
Alternate Records
Sdn Bhd



100%
The Talent Unit
Sdn Bhd

Brand



MEDIA PRIMA DIGITAL

Company



100%
Media Prima Digital
Sdn Bhd



100%
REV Asia Holdings
Sdn Bhd

Brands



KangsiResepi.com



JUICE



Myresipi.com



VOCKET



INNOVATING OUR DIGITAL FUTURE

WE ARE NOW IN THE FOURTH INDUSTRIAL REVOLUTION, WHERE TECHNOLOGIES HAVE BLURRED THE LINES BETWEEN THE PHYSICAL AND DIGITAL REALMS. WE LIVE IN A VIBRANT CONSUMER MARKET EMPOWERED BY INNOVATION, TECHNOLOGY AND DIGITALLY-DRIVEN BUSINESSES.

THIS HAS INSPIRED OUR TRANSFORMATION JOURNEY. AT MEDIA PRIMA, WE ARE DRIVEN TO BECOME MUCH MORE THAN JUST A MEDIA COMPANY. WE AIM TO BECOME MALAYSIA'S LEADING DIGITAL-FIRST CONTENT AND COMMERCE COMPANY.

THIS IS CAPTURED IN THE COVER OF OUR 2018 SUSTAINABILITY REPORT, THEMED 'INNOVATING OUR DIGITAL FUTURE'. TWO HALVES OF THE BRAIN REPRESENT LOGIC AND EMOTION — OUR STRATEGIC COMMERCE AND CREATIVE DIGITAL CONTENT OFFERING.

KEY FIGURES 2018



MEDIA PRIMA'S DIGITAL REACH



koolfm
temanmu muzikmu

Dis Kacang

media prima **DIGITAL**



27.6 MILLION
followers



7.6 MILLION
followers



6.2 MILLION
followers



1.1 BILLION
video views

3.1 MILLION
monthly average digital listenership



Myresipi.com

SirapLimau
Perniagaan Rempah-Rempah

SAYS

Mashable
Southeast Asia



KongsiResepi.com

TechNave

TTN 谈谈网

VOCKET

22.4 MILLION
monthly average unique visitors

5.7 MILLION
mobile app downloads

NEW STRAITS TIMES ONLINE



20.4 MILLION
monthly average unique visitors

KEY EVENTS IN 2018



Johan Ishak, CEO of MPTN, and Kim Yang Hyun, CEO of CJ WOW SHOP, brief analysts on their growth plans



Hael Husaini receives the top prize for Anugerah Juara Lagu 32



Gegaria Fest 2018 was held in seven venues across Malaysia and attracted fans of all ages



MPD signed an MoU with Grab to collaborate on its in-car media platform



CJ WOW SHOP hosts a celebration after it reached 1 million customers in September 2018

KEY EVENTS IN 2018



Media Prima Labs partnered with Streamline Games to launch Nightstream



Rafiq Razali, CEO of MPD, and Hazman Hassan, CEO of Kitamen, with Youth and Sports Minister YB Syed Saddiq Syed Abdul Rahman and former MDeC CEO Yasmin Mahmood, after signing an MoU between MPD and Kitamen



The happy winners of Anugerah Skrin 2018



TV3 received the Gold Creator Award for surpassing 1 million subscribers on its YouTube channel



NSTP's MyRumah Property Exhibition kicked-off its second series for this year



Wany Hasrita was crowned Bintang Paling Popular ABPBH 31



NSTP held the second edition of C-Cycle Challenge which attracted 1,300 participants in 2018



MPB hosted an employees sports day in conjunction with the government's Hari Sukan Negara campaign



Communications and Multimedia Minister YB Gobind Singh Deo with GenNext Astro vice-president Putri Yasmin Megat Zaharuddin, DiGi CEO Albern Murty, Media Prima GMD Datuk Kamal Khalid and MDEC CFO Nor Faizah Othman at the launch of the JomStudi digital learning hub



MPB GMD Datuk Kamal Khalid and Ripple CEO Seelan Paul at the unveiling of Ripple



MPB, MPTN and Big Tree were the biggest winners at The Spark Awards for Media Excellence 2018 in Singapore



The launch of Mak Cun's Adventures by Media Prima Labs which received 250,000 downloads in the two months following its launch.



Karnival Jom Heboh's 15th edition attracted almost 20,000 visitors at Kuala Lumpur Sports City

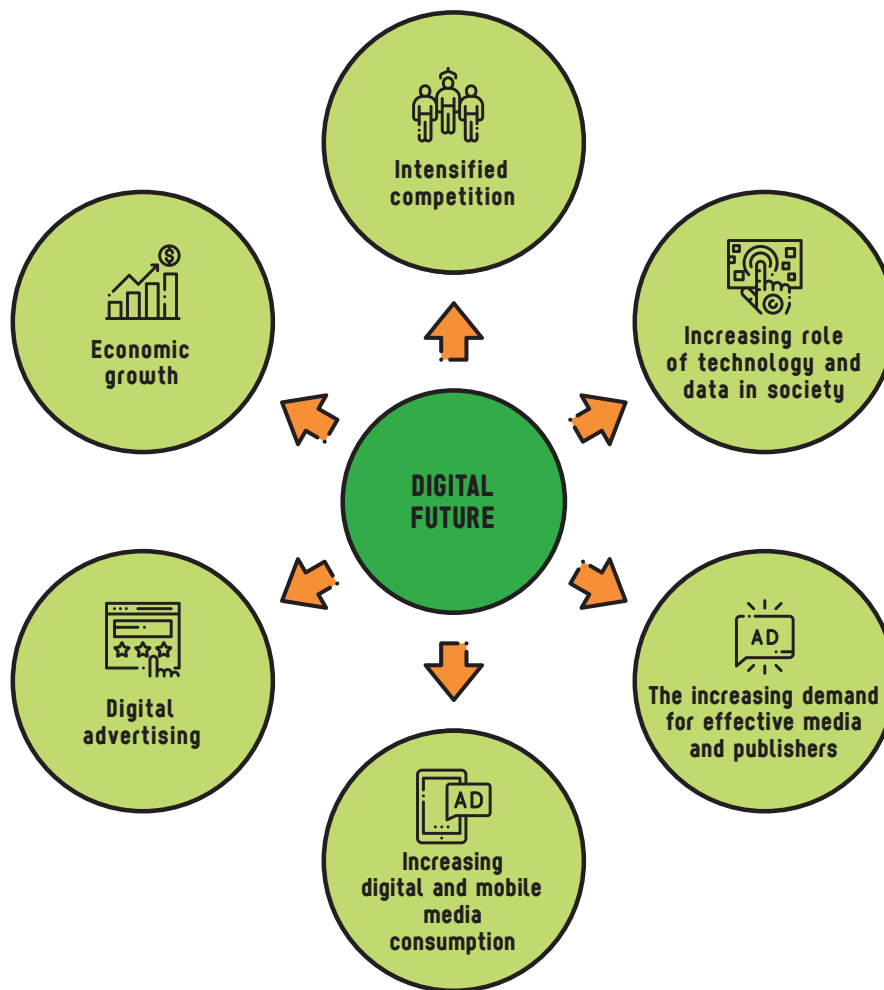
FORCES OF INNOVATION IN THE DIGITAL ENVIRONMENT

Digital transformation is happening and competition is increasing. Current market trends are fundamentally changing in the media industry such as:

- The declining growth of traditional revenue streams as new revenue models emerge
- Individual business models being replaced by a complex ecosystem
- Digital brands gaining prominence, powered by the ability to deliver an engaging multi-channel customer experience

The speed and magnitude of disruptive technologies have forced media companies worldwide such as ours to evolve our business models rapidly and at scale. We continue to innovate by embracing digital-based business strategies in order to successfully compete in this new ecosystem. This transformation results in a market tendency requiring high reactivity for the rapid implementation of solutions.

We focus on value creation and are mindful of six areas when formulating our digital future.



STRATEGY

STAYING AT THE FOREFRONT OF DEVELOPMENT REQUIRES AGILITY AND COURAGE TO INVEST IN NEW MOVES. CHANGES IN CONSUMER BEHAVIOUR, THE FRAGMENTATION OF THE MEDIA INDUSTRY, INTENSIFIED COMPETITION AND TECHNOLOGICAL DEVELOPMENT HAVE RAPIDLY CHANGED MEDIA CONSUMPTION. WE TOOK SIGNIFICANT STEPS IN DEVELOPING AND DELIVERING NEW DIGITAL SOLUTIONS WHEN WE BEGAN OUR DIGITAL TRANSFORMATION JOURNEY IN RECENT YEARS.

Media Prima creates sustainable growth by taking advantage of digitalisation opportunities. The objective is to increase shareholder value through revenue growth and improved profitability. Media Prima is developing and expanding its current business operations and seeking growth opportunities in new businesses and markets.

Media Prima will continue responding to consumers' changing media consumption and build its brand into integrated multi-channel media solutions. The shift from print to digital media will continue with the development of digital content solutions in line with customers' needs.

The share of revenue represented by digital consumers and business services continues to increase. New products and services will be launched to increase our digital offering.

We will continue investing in technology. Increasingly, Media Prima focuses on the people, processes and tools required to integrate technology across its platforms.

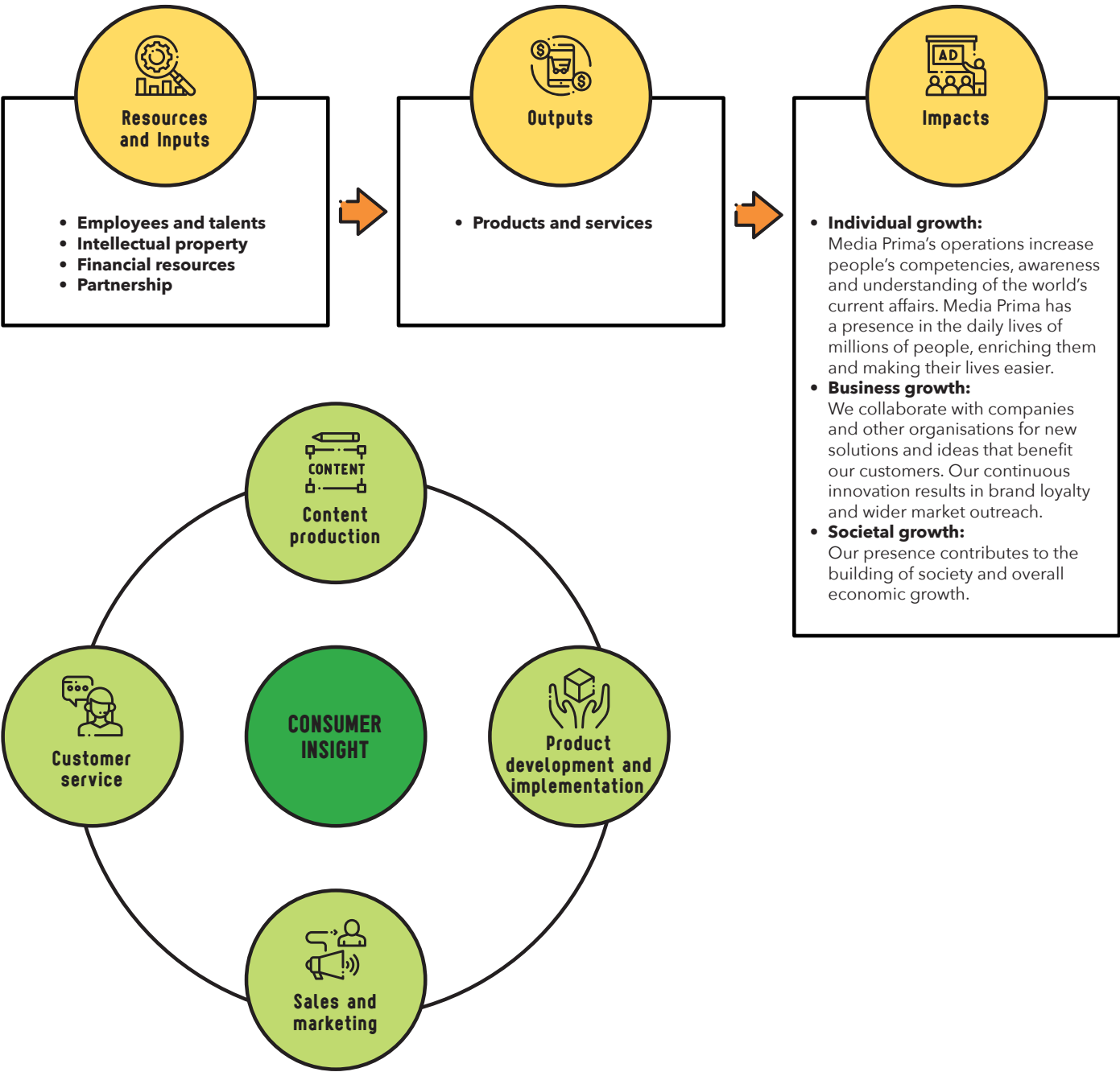
STRATEGIC DEVELOPMENT AREAS

PLATFORMS	2018 INITIATIVES	RESULTS/STATUS
Media Prima Television Networks ("MPTN")	Strengthen digital assets and reach	<ul style="list-style-type: none"> Anugerah Juara Lagu 32 recorded 3.5 million users on social media using #AJL32 throughout the live show. Our television brands have over 10 million followers and 1.6 million subscribers on YouTube. tonton is offered to Malaysians for free; using the YouTube and Dailymotion players have reduced tonton's operational costs. TV3 received a YouTube Gold Award, 1.4 million subscribers and 120 million video views monthly.
	Increase commerce revenue	<ul style="list-style-type: none"> CJ WOW SHOP recorded 1.2 million customers and RM213.1 million in total sales, which represents a 65% increase in FY18. A new Mandarin-live show was launched that caters to the growing Chinese audience. The number of broadcasting hours increased in FY18.
	Solidify position as the most watched broadcasting network across multiple platforms	<ul style="list-style-type: none"> MPTN channels commanded a 34.5% audience share. TV3 remained the number one station in Malaysia with an audience share of 21.6%. 8TV remained the number one Chinese station with an audience share of 6.2%. Buletin Utama reaches 5.3 million viewers – an uptrend since Q1FY18. The top 10 programmes with the highest viewership in 2018 were from MPTN channels.
The New Straits Times Press (Malaysia) Berhad ("NSTP")	Capitalise on demand for digital content	<ul style="list-style-type: none"> Launched 14 hyper-local FB pages dedicated to Malaysian state and community news. News programmes and reporting on Facebook, Instagram and YouTube. Hijab & Heels recorded 1.1 million users and 1.9 million sessions in Malaysia. Education portal FullAMark reached over 8,000 subscribers and a 77.5% conversion rate from registered to paid users.
	Asset Monetisation	<ul style="list-style-type: none"> Disposed of entire interest in Malaysian Newsprint Industries Sdn Bhd for a net gain of RM45.6 million. NSTP properties signed a sale and leaseback agreement with PNB Development Sdn Berhad, which gained the Group RM133.1 million, saves approximately RM22.2 million on interest expenses and reduced the gearing level. Collaboration with Karangraf printing subsidiary Ultimate Print on the logistic and distribution of Karangraf's newspaper, Sinar Harian.
	Continuous consumer engagement through targeted programmes	<ul style="list-style-type: none"> C-Cycle Challenge recorded more than 1,000 participants including members of the public and corporate clients. MyRumah, held in five venues across Malaysia, received a total of 58,500 visitors in 2018 and 79 properties were sold by participating property companies.
Ripple	Expand digital assets and reach	<ul style="list-style-type: none"> Seven new digital assets were launched: Dhia, Donna, Lunaria, Thelaki, Likely, Chapters and Wakeke.
	Better engagement with consumers' interest	<ul style="list-style-type: none"> Radio broadcast and digital brands were consolidated to reach out to audiences across various age groups, race and gender with data-driven content.
	Expand revenue stream to commerce	<ul style="list-style-type: none"> SuperDeals, an e-commerce platform available in English, Bahasa Malaysia, and Chinese was launched, which offers attractive deals on food and beverage, beauty and spa and travel.

PLATFORMS	2018 INITIATIVES	RESULTS/STATUS
Big Tree	Growth through product innovation	<ul style="list-style-type: none"> Samsung dominated the Cubig Series@Bukit Bintang in October to live-stream the Samsung Galaxy A launch from New York. Refreshed KLCC Convex Crossing was completed in October 2018 and has achieved 100% occupancy.
	Expand reach and secure dominant market position	<ul style="list-style-type: none"> Amplified its presence along MRT Sungai Buloh – Kajang Line, Kerinchi Link Expressway, and in Kuching, Sarawak. Big Tree's LRT Extended Lines media now covers the LRT Kelana Jaya, Ampang and Sri Petaling lines. These train lines cut across Kuala Lumpur's satellite cities – Putra Heights, Ara Damansara, Subang Jaya, USJ, Puchong and Bukit Jalil.
	Better engagement with a new and existing clients	<ul style="list-style-type: none"> More initiatives to meet and greet with current and new clients to enhance existing relationships while expanding our prospects list. Hosted OOH roadshows across Northern, Southern and Eastern regions of Malaysia.
Primeworks Studios ("PWS")	Expand distribution rights	<ul style="list-style-type: none"> Animation, dramas and documentaries made available in countries namely Brunei, India, Korean, Singapore, the UAE and US. Partnership with The Rights Xchange Limited, an online deal-making platform that enables television rights buyers and sellers from around the world to connect and complete licensing deals. Secured deal with Ali Huda, a video streaming platform for Muslim children, making the Emmy-nominated animated series Saladin available worldwide. Ejen Ali Season 2 is available across Southeast Asia including East Timor, Palau and Papua New Guinea via various PTV platforms. Ejen Ali was sold to over 50 countries.
	Create extensions of intellectual properties	<ul style="list-style-type: none"> Opportunities through licensing and merchandising Ejen Ali through corporate partnerships with AirAsia and Mamee Biskidz in conjunction with Season 2 of Ejen Ali. Pulang novel was made available at MPH, Popular, Kinokuniya and Borders. TV drama Dia was published as a novel by MPH.
	Solidify position as Malaysia's top production house	<ul style="list-style-type: none"> Pulang, PWS' biggest film production in terms of both scale and budget, released in 89 screens across Malaysia and in Brunei. Pulang was produced with state-of-the-art special effects, lifting Malaysian cinema to a new level. Pulang premiered globally as a Netflix Original film.
Media Prima Digital	Smart partnerships	<ul style="list-style-type: none"> Collaborated with YouTube, under a Player for Publisher commercial agreement, which commands more than 80% of Malaysian online video consumption. Signed a memorandum of understanding with Dailymotion, a leading video player and content discovery platform with a reach of over 300 million global monthly unique users.
	Grow digital revenue and reach	<ul style="list-style-type: none"> Licensing partnership with Ziff Davis LLC to operate Mashable Southeast Asia for Indonesia, Malaysia, the Philippines and Singapore. Equity acquisition of social news portals The Vocket and TanTanNews to grow Malay and Chinese audience respectively. Acquisition of Waktu Solat, the most downloaded "Islamic Utility" mobile app in Malaysia with over 4.8 million downloads and presence in Brunei, Indonesia and Singapore.
	Grow eSports segment	<ul style="list-style-type: none"> Collaboration with local eSports company, Kitamen, to develop Malaysia's eSports industry.
	Strengthen sales offerings to brands and advertisers	<ul style="list-style-type: none"> Introduction of New Advertising Opportunities: Programmatic Guaranteed, Skin ad format via Sublime, Native ad format via AdYouLike and Grab video new inventory type.

STRATEGY

VALUE CREATION MODEL



SUSTAINABILITY GOVERNANCE

MEDIA PRIMA'S SUSTAINABILITY GOVERNANCE MODEL PROVIDES A SOLID FOUNDATION FOR DEVELOPING A SUSTAINABILITY STRATEGY AND TARGETS. IT ENSURES THAT WE FOCUS ON EMBEDDING SUSTAINABILITY INTO THE BUSINESS BY IMPLEMENTING DECISIONS IN RELEVANT BUSINESS AREAS.



LEADING FROM THE TOP

The Board of Directors executes the Group's sustainability strategy by overseeing business strategy and risk management. The Group Managing Director and senior management are accountable for the sustainability practices within the respective businesses and operations. The Board and senior management team hold regular discussions and reviews on aspects of sustainability such as risk, employee health and safety, operations, talent management, compliance and business strategies.



PROCESSES THAT ENHANCE SUSTAINABILITY EFFORTS

Sustainability is an integral part of strategy development, innovation and business development processes. Media Prima's sustainability initiatives help the company differentiate and create value. We will continue to drive an innovative digital future for our customers.



INCENTIVISING SUSTAINABILITY

Sustainability is one of Media Prima's core values; this is reflected in how sustainability is linked with financials including remuneration. The remuneration of Media Prima's Board of Directors is based on both short and long-term goals, stretching beyond purely financial targets.



AUDITS AND REPORTING

Sustainability is at the core of Media Prima's strategy. Reporting the progress made towards sustainability targets is integrated with financial targets. Media Prima's sustainability reporting in the Integrated Annual Report is aligned with Global Reporting Initiatives ("GRI") guidelines.

Media Prima commits to being transparent in reporting its sustainability performance: 'what still went wrong' in People, Planet and Profit performance is also disclosed annually.

MEDIA PRIMA'S STAKEHOLDER INTERACTION

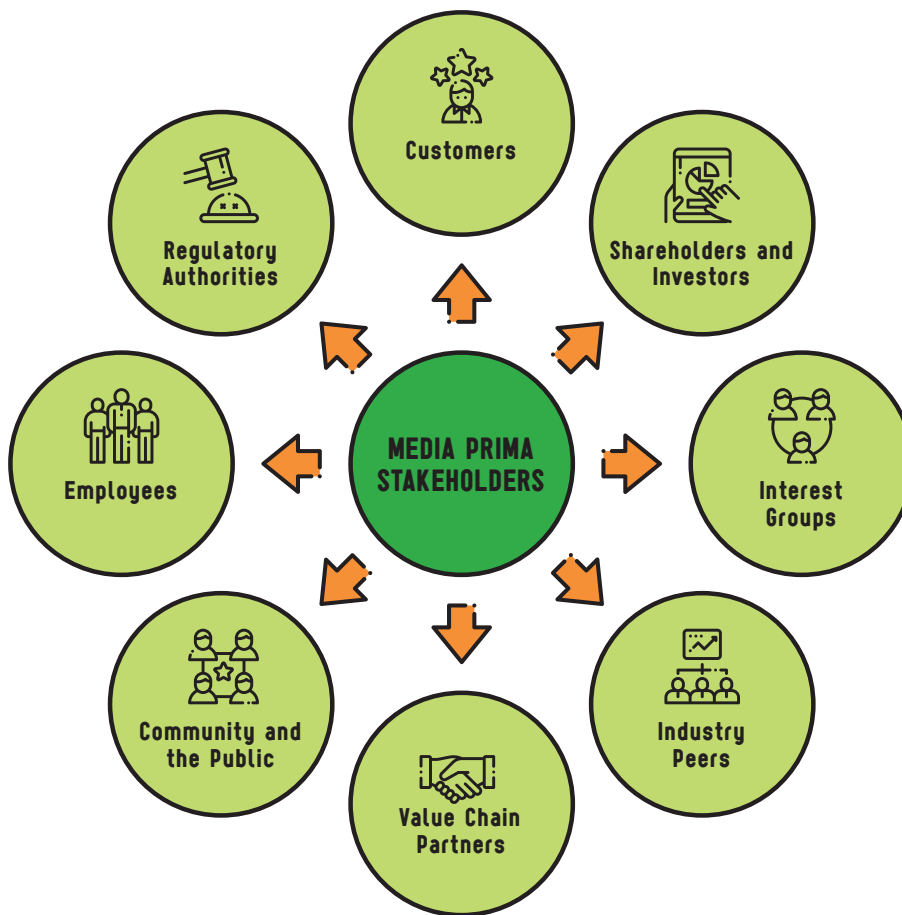
We actively listen to our diverse range of stakeholders, engage in open dialogue and respond to their views and concerns. This engagement helps us balance competing expectations and address their issues in an informed manner.

Customers, employees, investors, NGOs, community members, suppliers, regulators and business partners are our most important stakeholders as they affect our business and operations and vice versa.






An integrated approach and ongoing dialogue with stakeholders are favoured over a one-off engagement. Continuous engagement occurs at both the business unit and Group levels.

Digital transformation is making companies change their business models and adapt to the new market reality. As change is driven by our customers and the market, stakeholder engagement is more important than ever. It is crucial that we respond to their feedback.




MEDIA PRIMA'S KEY STAKEHOLDER GROUPS



MEDIA PRIMA'S STAKEHOLDER INTERACTION

	Method of Engagement	Areas of Interest	Addressing Their Interests
 Customers <ul style="list-style-type: none"> Television Broadcasting: viewers Print Media: readers Outdoor Media: advertisers New Media: viewers Content Creation: Brand Management and Programming Group Radio: listeners 	<ul style="list-style-type: none"> Customer satisfaction surveys Customer complaints tools Social media Websites 	<ul style="list-style-type: none"> Viewing and listening preference Content development Technical support Social discourse Privacy and freedom of expression Children's rights 	Our customers and the competition are instrumental to our prospects. We share a common goal across our organisation to provide customers with a value-added experience.
 Shareholders and Investors	<ul style="list-style-type: none"> Financial results announcements and analyst briefings Annual general meetings Regular updates and communication Investor roadshows 	<ul style="list-style-type: none"> Long-term profitability Sustainability matters Company's performance against targets Compliance with all relevant requirements 	We are committed to delivering economic value to our capital providers through a strong financial performance and our methods of engagement with them.
 Interest Groups <ul style="list-style-type: none"> Non-governmental Organisations Industry Analysts 	<ul style="list-style-type: none"> Regular and ad-hoc meetings Official launches Events Open dialogue Interviews, press releases and websites 	<ul style="list-style-type: none"> Company's performance Rights of vulnerable groups Future direction Influence digital media has on society 	We include the views of interest groups when considering the impact operations have on society.
 Industry Peers	<ul style="list-style-type: none"> Conferences and meetings Industry workshops Networking events 	<ul style="list-style-type: none"> Our performance Compliance Development within the media industry 	We have an excellent record of engaging with industry players. By sharing ideas and inspiring positive change, we continue to make the greatest possible difference. We collaborate with key partners and engage with thousands of people every day.
 Value Chain Partners <ul style="list-style-type: none"> Third-party suppliers and vendors Event sponsors 	<ul style="list-style-type: none"> Contract bidding and procurement management Training and talent management Programme roadshows Programme licensing negotiations 	<ul style="list-style-type: none"> Fair procurement Efficient supply chain management 	Relationships with suppliers are governed by our supplier code of conduct. These guidelines, which conform to international ethical standards, stipulate the conduct expected from suppliers in areas such as economic sustainability, environmental sustainability and social responsibility.

MEDIA PRIMA'S STAKEHOLDER INTERACTION

	Method of Engagement	Areas of Interest	Addressing Their Interests
	Community and the Public <ul style="list-style-type: none"> Financial and non-financial contributions Philanthropic activities Volunteerism programmes Events and roadshows 	<ul style="list-style-type: none"> Social and economic development contributions Socio-environmental impacts 	<p>We strive to be a strategic partner and positive force in our local communities.</p>
	Employees <ul style="list-style-type: none"> Employee satisfaction survey Employee engagement programme Internal communications such as newsletters, the intranet and updates Events and functions Employee grievance system 	<ul style="list-style-type: none"> Equal opportunities Diversity Career progression Benefits and rewards 	<p>Our employees are key to our innovation-driven culture. People are our success and we are committed to being a good employer.</p>
	Regulatory Authorities <ul style="list-style-type: none"> Ministry of Communications and Multimedia Malaysia ("MCOMM") Perbadanan Kemajuan Filem Nasional Malaysia ("FINAS") Malaysian Communications and Multimedia Commission ("MCMC") Communications and Multimedia Content Forum of Malaysia ("CMCF") Communication & Multimedia Consumer Forum of Malaysia ("CFM") Ministry of Finance ("MoF") Ministry of Home Affairs ("MOHA") Dewan Bahasa dan Pustaka Department of Environment ("DOE") 	<ul style="list-style-type: none"> Regular communication Reports and compliance Periodical meetings Regular environmental reporting to the DOE Compliance Reducing environmental footprint Compliance with environmental regulations 	<p>We have established sustainability governance to manage risk, ensure compliance and operate with integrity at all times.</p>

MATERIALITY

The main reason for conducting a materiality assessment is to identify the most significant aspects of Media Prima's responsibility. Media Prima conducted a comprehensive materiality survey in 2017. Following a review, the results of this analysis are still deemed to be relevant as Media Prima's operations have not changed significantly. We aim to conduct this exercise at least biannually.

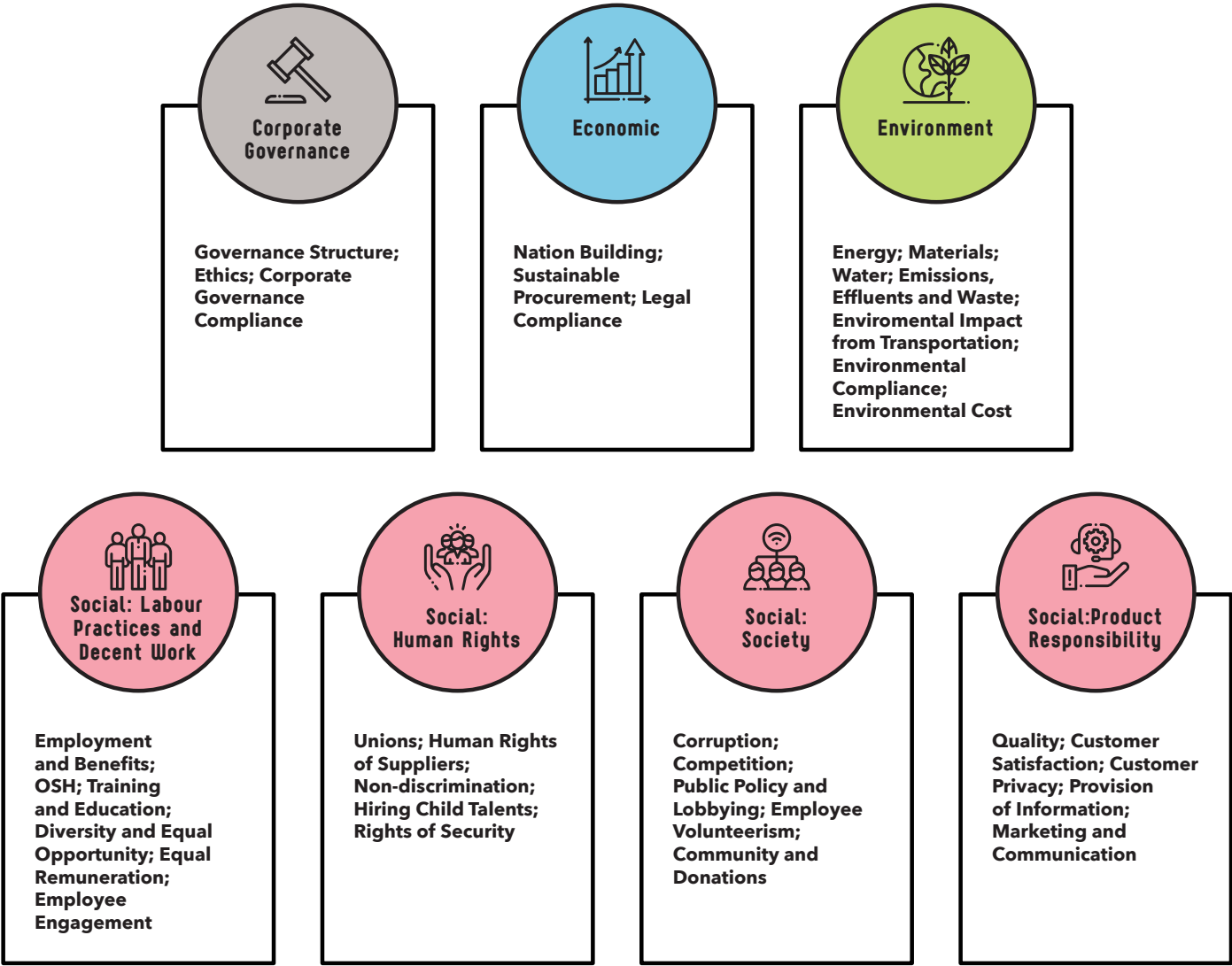
THE METHODOLOGY

The Media Prima Stakeholders Materiality Survey was conducted in the last quarter of 2017. The survey was once again performed by an external consultant to ensure impartiality and secure the anonymity of the respondents.

Stakeholders Contacted During the Materiality Survey



The respondents were asked to rate the importance they placed on 34 corporate governance, economic, environmental and social issues.



The complete responses were analysed to ascertain the views of our stakeholders. A five-level Likert scale allowed respondents to indicate the importance they placed on each criterion from 'very unimportant' (1) to 'very important' (5). The survey could be completed in either English or Bahasa Malaysia.

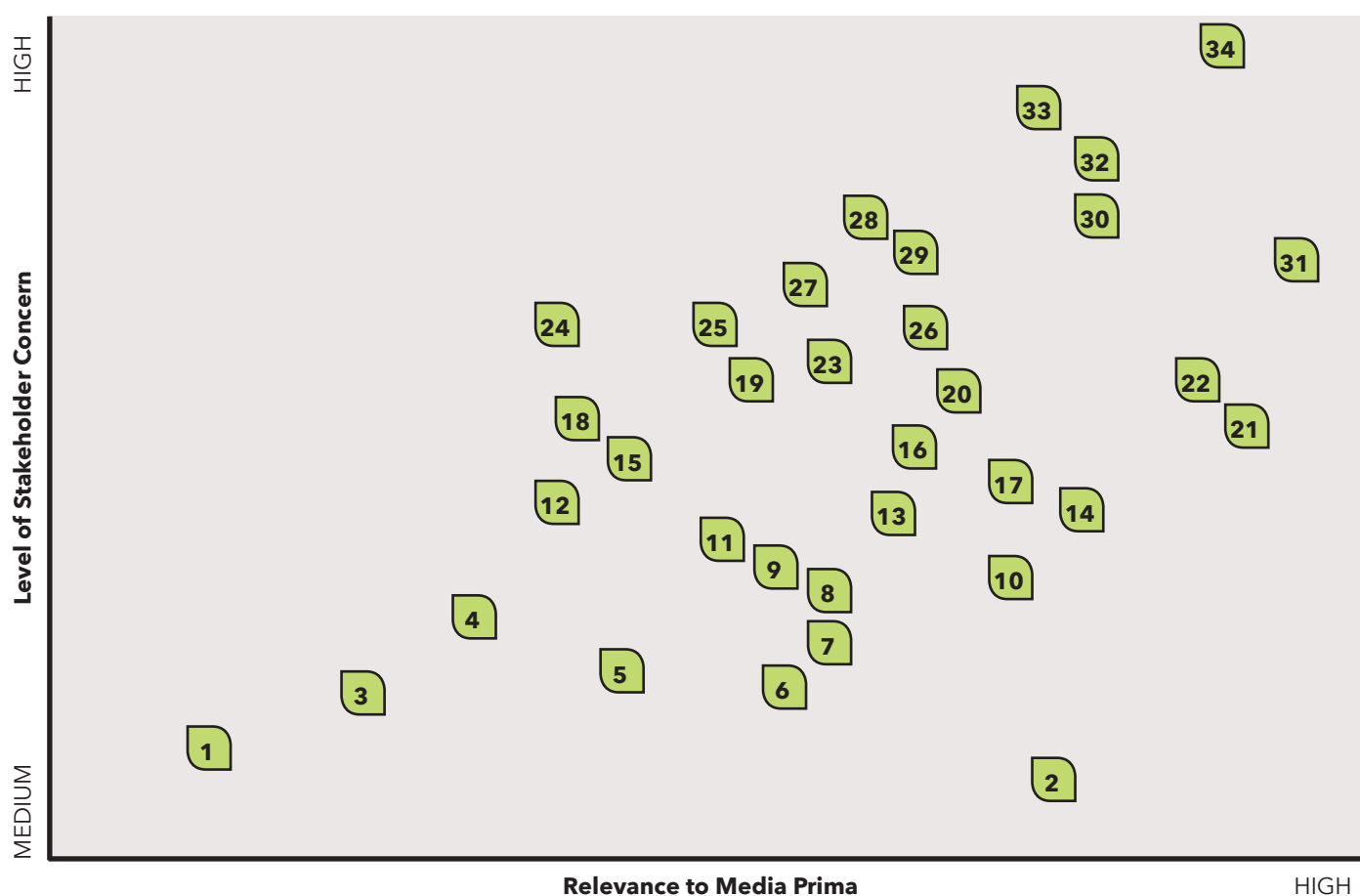
As there was a natural skew in the results, a separate average score was calculated for each area within each stakeholder group. A total average of the stakeholder groups was then calculated.

The same survey was completed by the members of the Board of Directors whose responses represented the relevance to Media Prima.

MATERIALITY

THE RESULTS

The results of the analysis were then used to develop a materiality matrix, with the level of importance to Media Prima plotted along the X-axis and importance to stakeholders on the Y-axis. The matrix is presented in the following diagram.



- | | | |
|--|--|--|
| 1 Freedom of association | 12 Emissions, effluents & waste | 24 Market competition |
| 2 Materials | 13 Employment & benefits | 25 Protecting child talents |
| 3 Environmental impact from transportation | 14 Environmental compliance | 26 Responsible marketing |
| 4 Managing environmental cost | 15 Public policy & lobbying | 27 Protecting rights of security staff |
| 5 Water | 16 Nation building, employment & education | 28 Customer privacy |
| 6 CSR volunteerism | 17 Training & education | 29 Quality |
| 7 Sustainable procurement | 18 Provision of information | 30 Non-discrimination |
| 8 Community programmes & donations | 19 Diversity & equal opportunity | 31 Business ethics |
| 9 Energy | 20 Equal gender remuneration | 32 Anti-corruption & complaints |
| 10 Governance structure | 21 Corporate governance compliance | 33 Occupational health & safety |
| 11 Supplier human rights | 22 Legal compliance | 34 Customer satisfaction |
| | 23 Employee engagement | |

ECONOMIC

AS A COMMERCIAL MEDIA COMPANY, MEDIA PRIMA CREATES SUSTAINABLE ECONOMIC ADDED VALUE BY PRODUCING CONTENT PROFITABLY, COMPETITIVELY AND IN HARMONY WITH ENVIRONMENTAL AND SOCIETAL NEEDS.

Media Prima continues to work on a specific talent management programme to stimulate internal promotions within the organisation.

Strong financial results provide the foundation for the other areas of sustainable development such as social and environmental responsibility.

Media Prima's operations create economic value for various stakeholders such as consumers, customers, employees, advertisers, suppliers, service providers and members of society.

PRIORITISING LOCAL TALENTS

Media Prima has introduced local hiring practices in all operational offices. The proper notification of vacancies is provided and selection is based on job criteria. Hiring from local communities is an important part of supporting the local economy.

Viewers enjoy an optimal experience and enjoy the most sought-after content. Media Prima delivers this by examining local market trends and researching viewers' desired programmes. Our transparent business prioritises editorial independence, content quality, plurality and diversity.

Artistes are managed by our subsidiary, the Talent Unit Sdn Bhd, which is also known as 8unit. 8unit prioritises local artistes in its search for new talents, particularly those who have been groomed by the in-house programme.

Our in-house reality TV shows are used to scout the market for talented artistes and outstanding expertise.

How 8Unit Scouts for Talent



Various on-ground activities



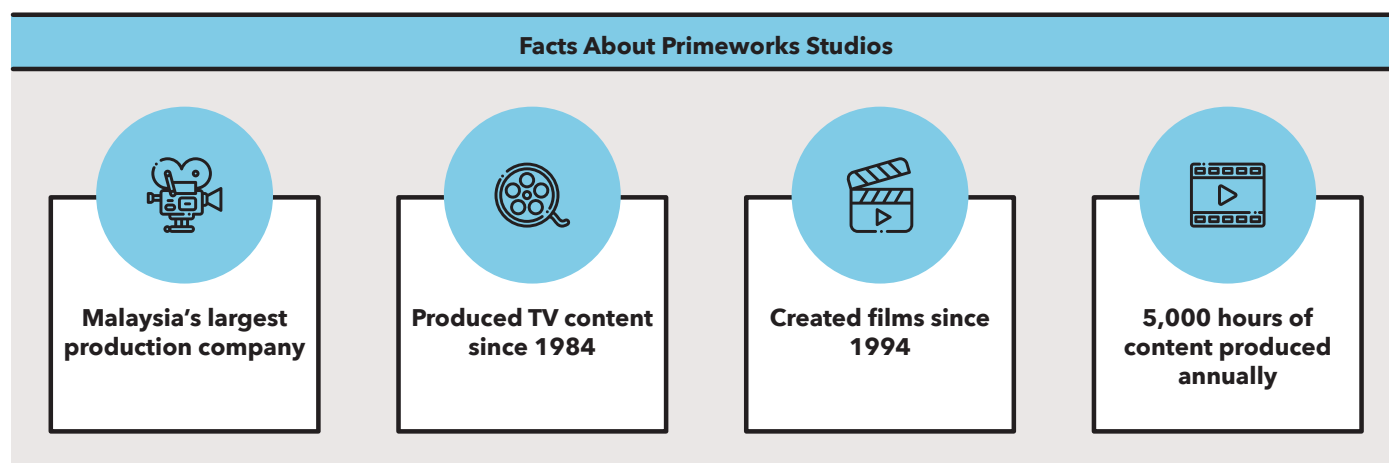
Activities conducted by each of Media Prima's TV programmes

Job opportunities for Media Prima personalities are identified on a job-by-job basis through endorsement and events. 8unit helps clients organise events such as concerts and road tours while acting as a professional agent for other external artistes.

Tailoring hiring policies and procedures to local markets help attract the right people for the right jobs. In 2018, almost 100% of our workforce was Malaysian.

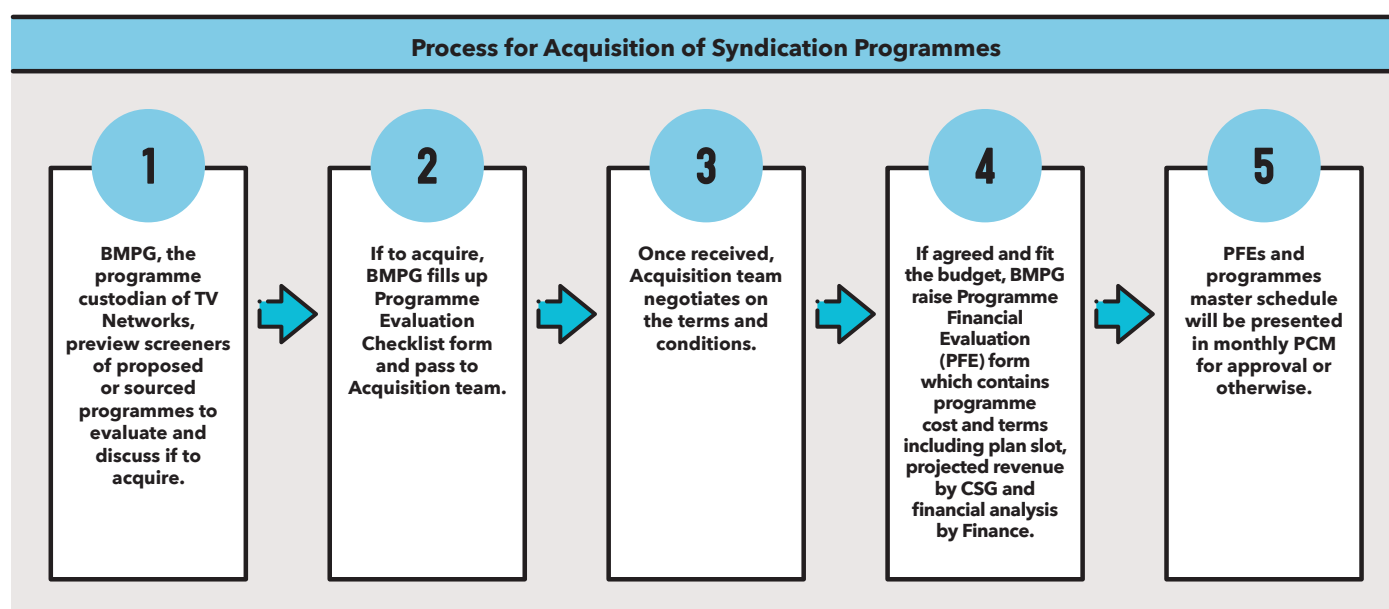
SOURCING AND MANAGING PROGRAMMES

Primeworks Studios Sdn Bhd's (Primeworks) content reaches a varied audience across multiple language, ethnic and age groups throughout Malaysia and has also been aired internationally.



Market trends are analysed and viewers' preferences researched to deliver the best experience and most sought-after programmes. We conduct fair and transparent business while prioritising editorial independence, content quality, plurality and diversity.

Our Acquisition and Content Management ("ACM") Team and Brand Management and Programming Group ("BMPG") respond to the market and secure in-demand programmes.



ECONOMIC

Media Prima Programme Committee Members
Chief Executive Officer, TV Networks (PCM Chairman)
Chief Executive Officer, PWS
Group General Manager, Finance
Director, Brand, Content and Strategy, TV Network
Director, Sales & Strategy
Director, Tonton and Licensing & Merchandising
General Managers, BMPG
General Manager, Sales
Senior Manager, Strategic Planning Unit
Managers, BMPG
Manager, tonton

SOURCING AND MANAGING TALENTS

Content creation begins with talent acquisition and matching it with the programme requirements. This is part of a normal production process. The Content Development team may propose talents who are deemed suitable for particular programmes to clients. Usually, these are potential hosts, judges, singers or actors. In this case, clients are able to evaluate the profiles of talents.

Artistes are managed by our subsidiary, the Talent Unit Sdn Bhd. In-house reality TV shows are an excellent way of discovering artistes with outstanding talent.

Our team also records an active talent scouting programme that discovers potential outstanding artistes on the ground. We also participate in activities conducted by each of our TV programmes. Sought-after traits include credibility, personality and industry knowledge as well as vocal skills, attractiveness and age.

How 8Unit Helps Artistes



Realises their dreams and creates memorable lifetime moments



Provides continuous career development and coaching



Shares a reputable network of media contacts, partners and clientele



Builds a successful and multi-faceted career path by providing maximum exposure



Delivers regular training sessions depending on their credibility and attributes such as

- Fitness programmes
- Vocal coaching
- Other unique sessions designed to develop certain skills such as public relations and communications



Guides them on engaging with media representatives as confidence can never be compromised



Exposes them to various activities and challenges that boost their confidence and presentation



Creates opportunities for our artistes to collaborate with Malaysia's favourite artistes

Alt Records Sdn Bhd is a wing of the Media Prima Recording Label "Monkey Bone", which:

- Signs artistes from reality shows
- Helps these artistes produce albums, select songs and promote their albums
- Provides other activities such as road tours and sponsorship events
- Serves as a publishing house for upcoming songwriters

Songs under the label are offered for download.

ECONOMIC

PLAYING OUR INDUSTRY ROLE

Media Prima is represented on various industry organisations as Malaysia's leading fully-integrated media company. Issues that are important to the business and stakeholders are discussed including media development, social media revolution and media convergence. Our leaders have held positions in various industry groups that have shaped the industry through their feedback and consultation.

Media Prima's Memberships in Organisations



DATUK KAMAL KHALID

- Member of UniKL Industry Advisory Board ("UIAB")
- Member of the Marketing Committee of Football Association of Malaysia ("FAM")
- Director on the Board of Malaysia External Trade Development Corporation ("MATRADE")



FARNIDA NGAH

- Fellow Certified Practicing Accountant Australia ("FCPA Aust.")
- Member of the Chartered Accountants Australia and New Zealand ("CA ANZ")
- Fellow Chartered Institute of Management Accountants ("FCMA UK")
- Member of the Malaysian Institute of Accountants ("MIA")



JOHAN MOHAMED ISHAK

- Chairman of Creative Content Association Malaysia ("CCAM") and myFreeview coalition of Digital TV broadcasters



DATUK AHMAD IZHAM OMAR

- Chairman of the Communications and Multimedia Content Forum of Malaysia ("CMCF")
- "For The Record" columnist in the New Straits Times



SEELAN PAUL

- Council Member of Commercial Radio Malaysia



MOHAMAD SHUKOR BIN ARIFFIN

- Vice President of Outdoor Advertising Association Malaysia

ENVIRONMENT

THE MOST SIGNIFICANT ENVIRONMENTAL IMPACT FROM MEDIA PRIMA'S OPERATIONS AND PLATFORMS ARE RELATED TO PRINTING AND DISTRIBUTION, BUILDING MANAGEMENT AND TRAVEL. MEDIA PRIMA HAS DEVELOPED AN ENVIRONMENTAL POLICY THAT FOCUSES ON MATERIAL AND ENERGY EFFICIENCY.

The Group's new strategy, focusing on digital and commerce, creates the right conditions for achieving this goal. However, we are still carefully analysing and mitigating these impacts as the consumption of digital media increases.

MATERIALS MANAGEMENT

Media Prima develops its environmental responsibility by improving its material efficiency and the ecological quality of materials used. Ecological choices of materials, especially in printing operations, can significantly reduce the negative environmental impacts from operations.

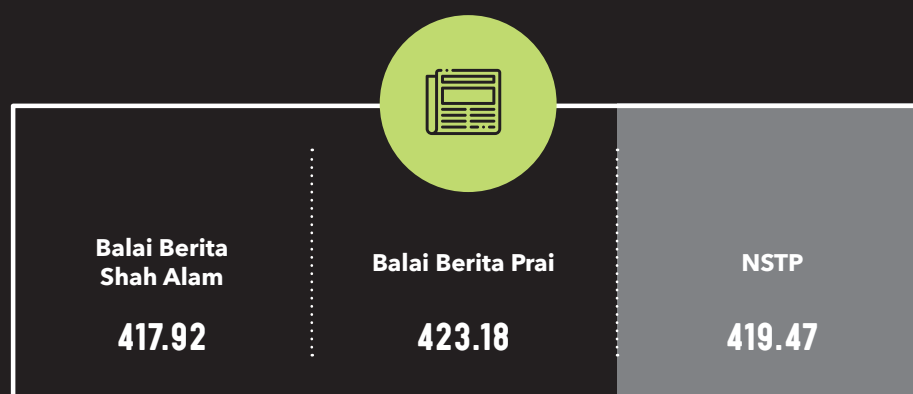
Materials consumption is monitored and analysed at all printing plants to ensure they are used effectively and efficiently. Any variations that are detected are resolved quickly.

PAPER

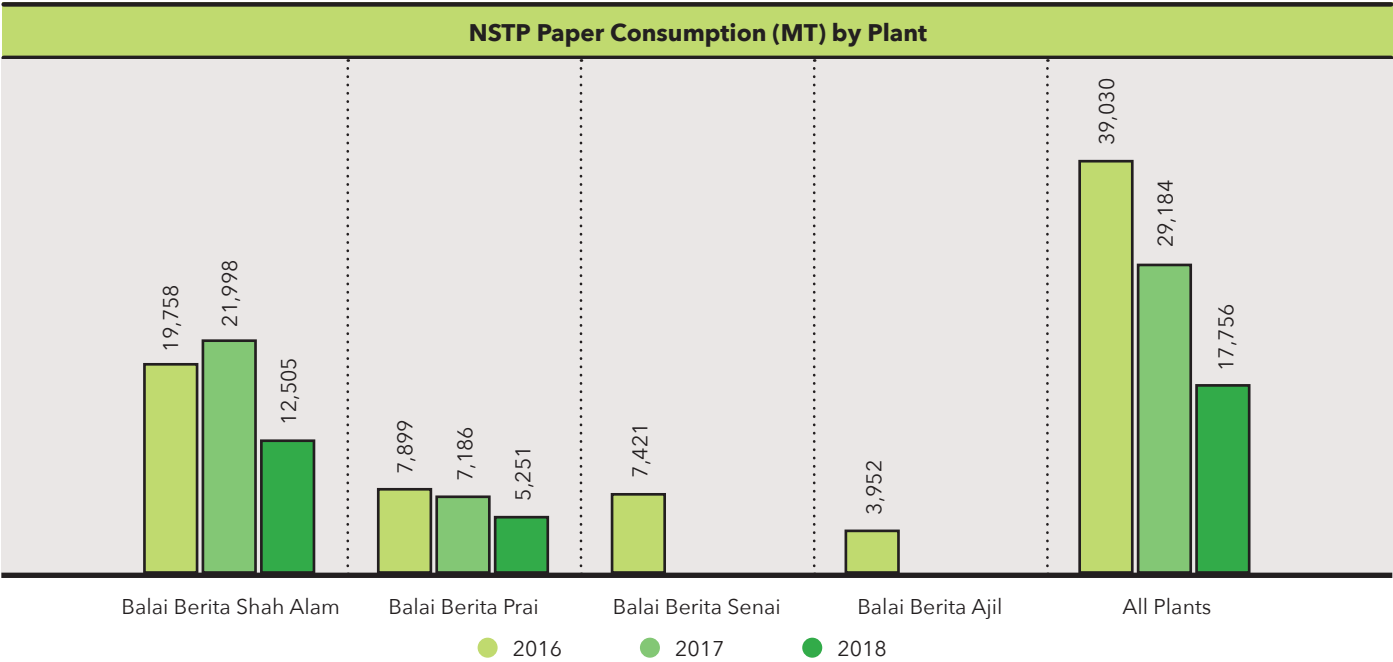
Comprising over 99% recycled materials, our newsprint is affordable and environmentally friendly. Typically, newsprint has a relatively low brightness level of between 55 and 65 and is not physically strong.

Paper is the main material for printing. The number of pages is a good indicator of paper use efficiency. The number of pages per kg of newsprint in 2018 is presented below.

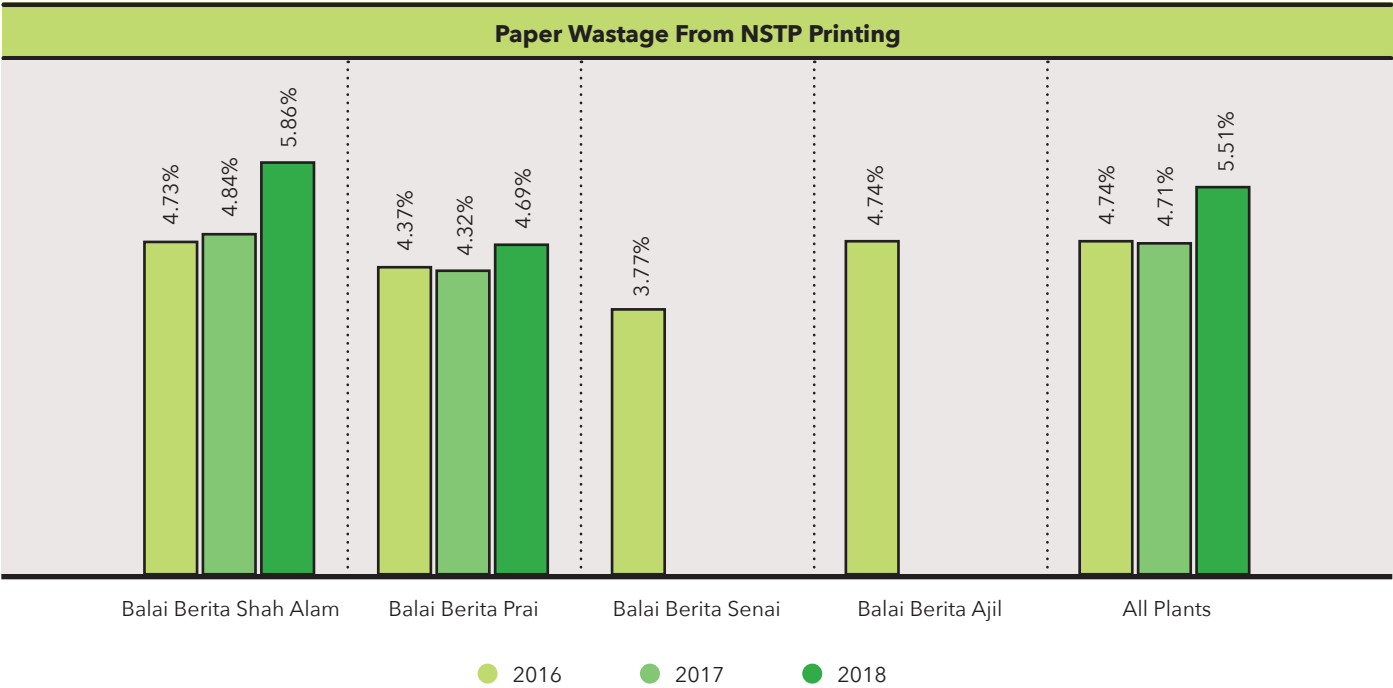
Number of Pages per Kg of Newsprint in 2018



ENVIRONMENT



Paper wastage is a part of any newsprint business. Adopting a lower grammage paper has further reduced our environmental impact without affecting output quality. The newsprint wastage for all printing plants is presented in the chart below.



Paper Types NSTP's Printing Plants Can Handle



100% recycled



**Mixed comprising
50% recycled and
50% pulp**



Woodfree paper



Virgin pulp paper

100%-recycled paper is favoured and used whenever possible. We procure mixed or woodfree paper if 100% recycled is unavailable. Paper made from virgin pulp is only purchased as a last resort.

In 2018, 69% of all purchased paper came from 100% recycled sources; the remainder was mixed. The table below shows paper usage by type from 2016 to 2018.

Paper Consumption by Type												
Reel Size/ Recycled/mixed	2016				2017				2018			
	58"	43.5"	29"	Total	58"	43.5"	29"	Total	58"	43.5"	29"	Total
100%	27,291	6,743	6,608	40,642	16,229	4,555	4,269	25,053	6,685	2,885	2,238	11,781
Mix	146	-	-	146	4,068	723	334	5,125	4,072	32	509	4,613
Total	27,437	6,743	6,608	40,788	20,297	5,278	4,603	30,178	10,730	2,917	2,747	16,394

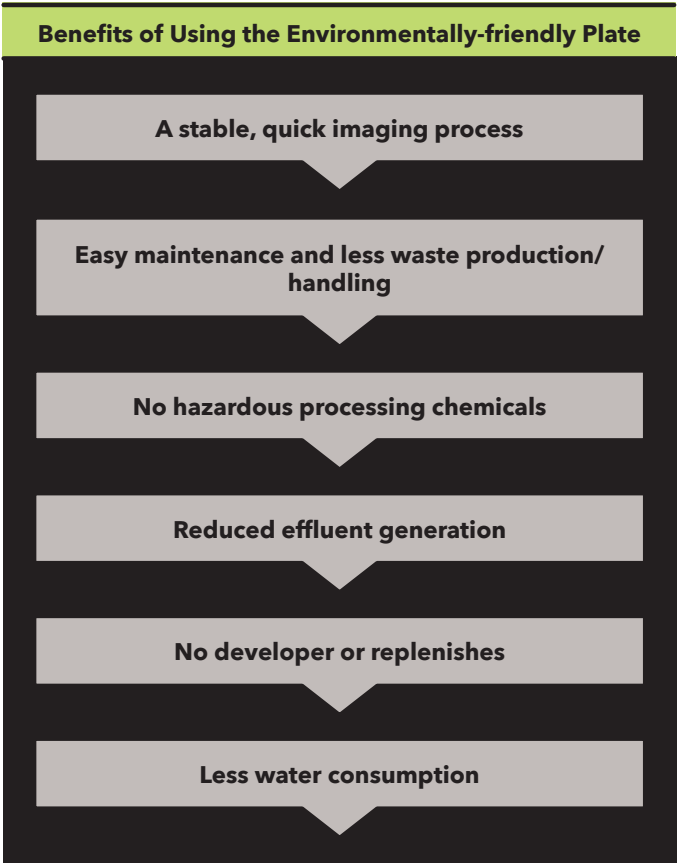
ENVIRONMENTALLY-FRIENDLY PLATES

Chemicals are an important part of the prepress process. Our chemistry improves print clarity and maintains the cleanest possible backgrounds at pH7 when using both conventional and UltraChrome inks. Sharper colours are reproduced and optimum ink and water balance are maintained, with no corrosion to the press.

Chemical Usage, Prepress (litres)					
Year	Balai Berita Shah Alam	Balai Berita Prai	Balai Berita Senai	Balai Berita Ajil	Total
2016	8,210	4,830	2,040	1,740	16,820
2017	10,200	5,080	-	-	15,280
2018	7,160	3,320	-	-	10,480

Our chemical free plate requires no chemical processing or special handling and is non-photosensitive. Independence from darkroom conditions and the elimination of variables in exposure, chemical stability and manual intervention means fast, accurate and repeatable results.

ENVIRONMENT

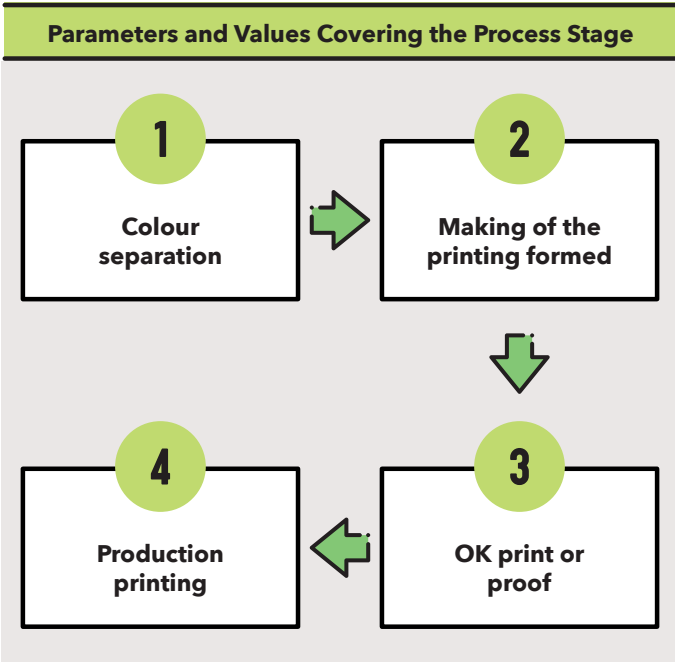


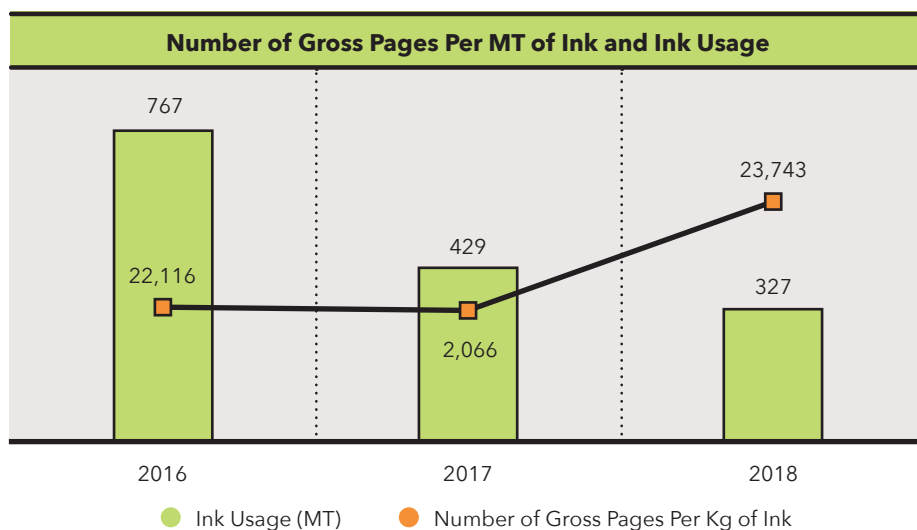
Chemical usage mileage (ml/m ²)				
Year	Balai Berita Shah Alam	Balai Berita Prai	Balai Berita Senai	Balai Berita Ajil
2016	74.69	63.97	34.62	28.34
2017	94.59	88.63	-	-
2018	96.43	75.29	-	-

INK

ISO 12647-3 is the worldwide standard that defines the print quality in coldest offset newspaper production. ISO 12647-3:2013 improves communication between printers, publishers and advertisers while making print buyers aware of the expected printed result in advance so they can plan accordingly. ISO 12647-3:2013 defines tolerances, allowing for objective quality evaluations and raising the competitiveness of newspapers compared to other media. NSTP achieved and qualified as a member of ISO 12647-3.

Our printing process follows this standard which is reviewed every five years to include the latest technological developments in newspaper production and customers’ expectations. This ISO standard is important as it specifies several process parameters and their values to be applied when producing colour separations and printing forms for newspaper single or four-colour printing.





WATER MANAGEMENT

Water is also one of Media Prima's basic resources. We understand the importance of water consumption and promote measures to improve facilities and raise awareness of its responsible use.

Water Consumption at NSTP Plants (m ³)						
Year	Shah Alam	Prai	Senai*	Ajil*	Bangsar	Total
2016	40,818	21,941	16,245	14,812	72,680	166,496
2017	39,965	22,593	0	0	53,436	62,558
2018	33,952	22,385	0	0	52,401	108,738

Water use across other operations is immaterial and consumed mainly for employees' day-to-day use. However, water scarcity is a global issue and we reduce its consumption accordingly.

* Senai and Ajil operations were discontinued in 2016

Water-saving Initiatives Implemented Throughout Offices



Installed water-efficient taps with an aerator or flow restrictor to use less water



Fixed leaking taps and regularly checked for leaks



Constantly reminding employees to use water responsibly



Replaced single-flush toilets with dual-flush alternatives in some offices

ENVIRONMENT

ENERGY MANAGEMENT

Media Prima focuses on resource conservation and efficiency projects that reduce energy across operations. Since the majority of Media Prima's emissions are a direct result of energy consumption, energy-related initiatives are a prime way to reduce greenhouse gas emissions from operations.

DID YOU KNOW?



Power factor is an index used to compute the efficiency level of electricity usage in AC circuits. The index is measured from 0 to 1. A higher index shows efficient usage of electricity; low power factor causes power system losses and reduced power efficiency.

Since 2015, we have been maintaining the power factor at between 0.85 and 0.90 by properly maintaining the capacitor banks at the printing plant. This minimises power losses while lengthening the lifespan of electrical appliances.

A registered energy manager assists our energy committee at Balai Berita Shah Alam. The committee ensures compliance with Suruhanjaya Tenaga requirements on Efficient Management of Electrical Energy Regulations 2008. The committee also examines electricity efficiency in the building and formulates energy saving strategies wherever appropriate.

Energy saving habits have also been inculcated at our offices through Project WISE. This ongoing office campaign raises awareness of overusing resources. Employees are reminded of the importance of adopting simple habits of switching off lights and computers that are not in use.

NSTP's Electricity Consumption from 2016 to 2018 (kWh)

Site	2016	2017	2018
Balai Berita Bangsar	9,615,618	7,947,438	7,542,460
Balai Berita Shah Alam	6,712,261	6,310,046	6,225,417
Balai Berita Prai	4,549,740	4,286,363	3,964,327
Balai Berita Senai	4,643,956	925,095	-
Balai Berita Ajil	3,222,341	483,376	-
Total	28,743,916	19,952,318	17,732,204

Media Prima's Electricity Consumption from 2016 to 2018 (kWh)

Site	2016	2017	2018
Sri Pentas	8,398,306	7,894,944	7,360,452
Glenmarie Shah Alam	2,267,941	2,417,770	2,663,706
Sri Pentas 2	204,500	205,500	200,300
TV3's Transmitters	7,670,493	7,329,262	7,316,070
ntv7's Transmitters	3,180,384	3,002,393	2,861,285
8TV's Transmitters	1,162,913	1,122,470	1,077,824
TV9's Transmitters	1,136,418	1,132,954	1,119,754
Hot FM Radio's Transmitters	358,309	361,806	360,814
Subtotal	24,379,264	23,467,099	22,960,205
Chilled Water	12,696,146	12,125,747	11,563,540
Total	37,075,410	35,592,846	34,523,745

Big Tree Electricity Consumption from 2016 to 2018 (kWh)

Site	2016	2017	2018
Billboards **	4,211,303	5,041,266	2,639,620

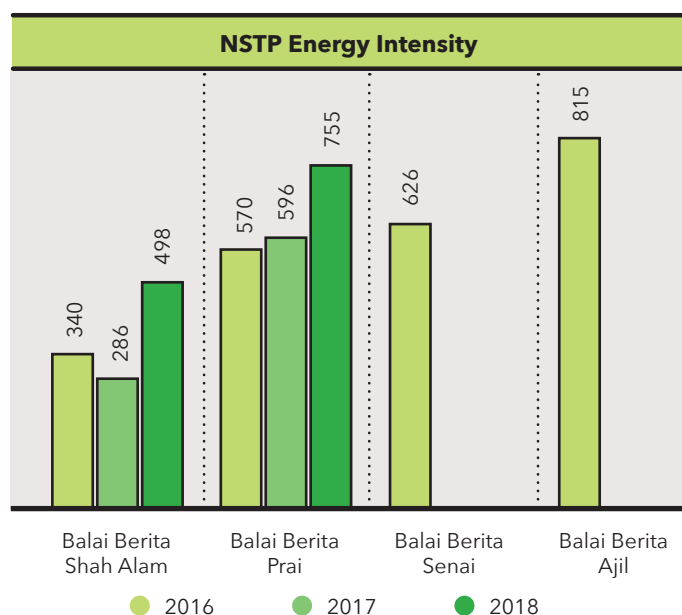
* This value is based on the conversion of cost of electricity to kWh

Big Tree began using low consumption LEDs for all static advertising from the first quarter of 2018. This initiative resulted in at least a 78% reduction in electricity consumption from 400kWh to 91kWh.

ENERGY INTENSITY

Total energy consumption is a poor indicator of energy efficiency as the volume of newsprint can fluctuate each year. As the volume of newsprint increases, one would expect the energy usage to increase accordingly.

Energy intensity is a better measure of the efficiency of our printing plants and is expressed by the number of kilowatt hours used to make a metric tonne of newsprint.



WASTE MANAGEMENT

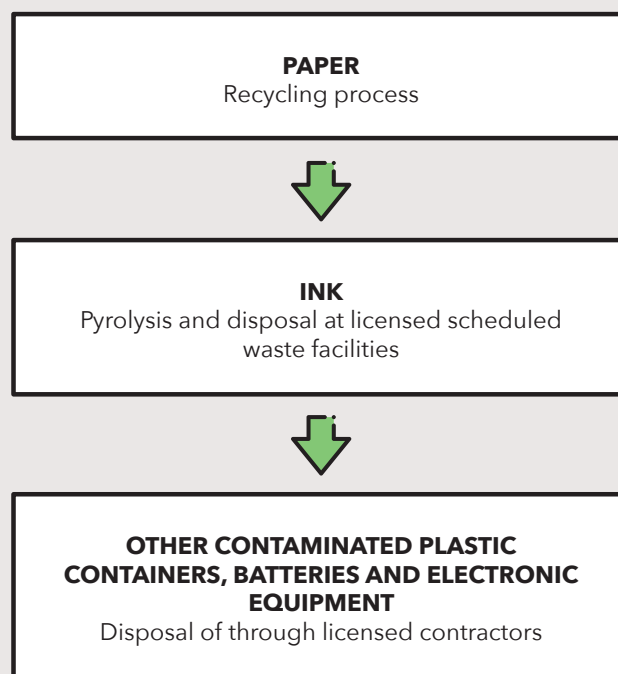
Materials waste was reduced by developing maintenance operations, competencies and working methods while improving the functionality of materials through testing.

Media Prima ramped up its waste monitoring efforts in each of its operations in accordance with applicable legislation and laws. Each of our operations has a unique waste composition and our waste management system is tailored to each business and location.

Disposal methods were determined through consultations with waste disposal service providers. We adhere to the environmental requirements for the disposal of hazardous wastes, which cannot be decontaminated, processed and recycled.

We ensure that our contractors fulfil the requirements for the safe handling, disposal and recycling of wastes. We continue to review new practices and efficient waste management technologies for implementation in our companies.

Managing Major Waste at NSTP Plants



ENVIRONMENT

SOLID WASTE

We have adopted the Reduce, Reuse and Recycle ("3R") concept to reduce the amount of waste we discard throughout operations. Disposing of waste is quite costly and also uses natural resources, landfill space and energy.

NSTP sends all (100%) of its paper waste to Malaysian Newsprint Industries ("MNI") for recycling. The collection of aluminium and cores is put to tender. Unsellable waste is disposed of in adherence to the environmental regulations. The comparison of newsprint waste sent to MNI by year is presented below.

Solid Waste Disposal by Type			
Newsprint Wastage	Amount (kg)		
	2016	2017	2018
Stripping	174	-	-
Reel Ends	67,192	62,491	41,220
Run-up Spoilage	1,263,130	998,789	718,228
Empty Core	129,078	87,449	57,623
Newsprint Covers	100,081	82,706	57,477
Machine Waste (Scrap Paper)	150,455	110,120	79,147
Test Run & Mock-ups	28,212	29,466	23,706
Non-Production Spoilage	5,459	3,181	-
Total	1,743,781	1,374,202	977,401

SCHEDULED WASTE

Scheduled waste management is an important component in the management of the environment and general health. Scheduled waste produced by NSTP's printing plant processes comprises contaminated rags, drums, waste ink and chemical waste. This waste is collected, stored and disposed of by Department of Environment ("DOE") licensed contractors: Kualiti Alam, Tex Cycle, 3R Quest, Nature Energy Products Sdn Bhd, Alivirgo Sdn Bhd and Alam Aliran Kualiti Sdn Bhd. Monthly reports are sent to the DOE.

NSTP's Treatment of Scheduled Waste



Contaminated rags are cleaned and returned for reuse



Chemical waste is sent to an in-house wastewater treatment plant ("WWTP") for processing



Sludge produced by the WWTP is disposed of as scheduled waste



Ink is stored in drums and stacked on pallets before being collected by licensed contractors



Electronic equipment is packed in metal drums and palletised before being sent to Kualiti Alam

E-waste, consisting of discarded electrical or electronic devices, presents a health threat to workers and communities if not recycled or disposed of correctly. Balai Berita Ajil, Balai Berita Senai and Balai Berita Shah Alam liaise with the DOE and appointed Kualiti Alam, which is equipped to handle this type of waste.

Registered Disposal Facilities Used by Media Prima



Inks were classified as SW 418 and disposed of by Nature Energy Product Sdn Bhd.



Lightbulbs were classified as SW 109 and disposed of by Tex Cycle Sdn Bhd.

NSTP Scheduled Waste Disposal (MT) by Plant (MT)

Waste Category	Waste Code	Balai Berita Prai	Balai Berita Shah Alam	Total
Used Fluorescent Tube	SW109	N/A	0.2	0.2
Ink Sludge and Evaporator Sludge	SW416	N/A	4.63	4.63
Used Oil	SW305	N/A	3.69	3.69
Mixed Solvent	SW322	N/A	0.88	0.88
Rotowash Carboy	SW409	1.52	1.42	2.94
Contaminated Empty Drum	SW409	0.37	N/A	0.37
Used Rags	SW410	10.05	4.91	14.96
Used Activated Carbon	SW411	N/A	3.11	3.11
Ink Waste	SW418	N/A	3.64	3.64
Filter Press Sludge	SW416	N/A	9.66	9.66
Total		11.94	32.14	44.08

NSTP Scheduled Waste Disposal (MT) by Year

Waste Category	Waste Code	2016	2017	2018
E-Waste	SW109/110	0.88	0.049	0.2
Ink Sludge and Evaporator Sludge	SW416	5.45	4.9	4.63
Used Oil	SW305	3.08	31.3	3.69
Mixed Solvent	SW322	4.27	14.17	0.88
Rotowash Carboy	SW409	6.00	2.58	2.94
Contaminated Empty Drum	SW409	1.62	1.62	0.37
Used Rags	SW410	42.88	27.39	14.96
Used Activated Carbon	SW411	6.43	0.79	3.11
Ink Waste	SW418	13.48	24.73	3.64
Filter Press Sludge	SW416	8.78	14.93	9.66
Used Hydraulic Oil	SW306	N/A	0.82	-
Total		92.87	123.28	44.08

EFFLUENTS MANAGEMENT

NSTP printing plants at Balai Berita Shah Alam and Balai Berita Prai house their own Wastewater Treatment Plants ("WWTP"). Wastewater generated by the NSTP printing process is treated at these WWTPs before being discharged safely to the drainage system. As part of the DOE approval conditions, NSTP is required to conduct sampling and monitoring of effluent discharge. Balai Berita Shah Alam and Balai Berita Prai performed weekly sampling of its effluent discharge throughout 2018 as required by the DOE.

A mini laboratory, which was established at the WWTP to test COD and sulphide parameters, officially commenced operations at Balai Berita Shah Alam on 25 July 2018.

ENVIRONMENT

EFFLUENT READINGS IN 2018

Month	COD (DOE limit 200 mg/l)		BOD (DOE limit 50 mg/l)	
	Balai Berita Shah Alam	Balai Berita Prai	Balai Berita Shah Alam	Balai Berita Prai
January	16.1	69	4.8	12
February	27.2	117	8.7	22
March	53	106	15.5	20
April	11.2	115	3.3	19
May	36.8	103	11.8	16
June	72	95	22.3	10
July	158	105	43.8	12
August	38.4	127	9	19
September	40.8	106	12	13
October	44	98	13.6	15
November	46.4	71	13.1	10
December	11.2	85	3.3	12

DOE limits:
Standard B for COD is 200 and below; and Standard B for BOD is 50 and below.

Effluent is discharged downstream and conforms to Standard B as set by the Environmental Quality (Industrial Effluent) Regulations 2009. In 2018, there were no instances of environmental noncompliance with our effluent discharges.

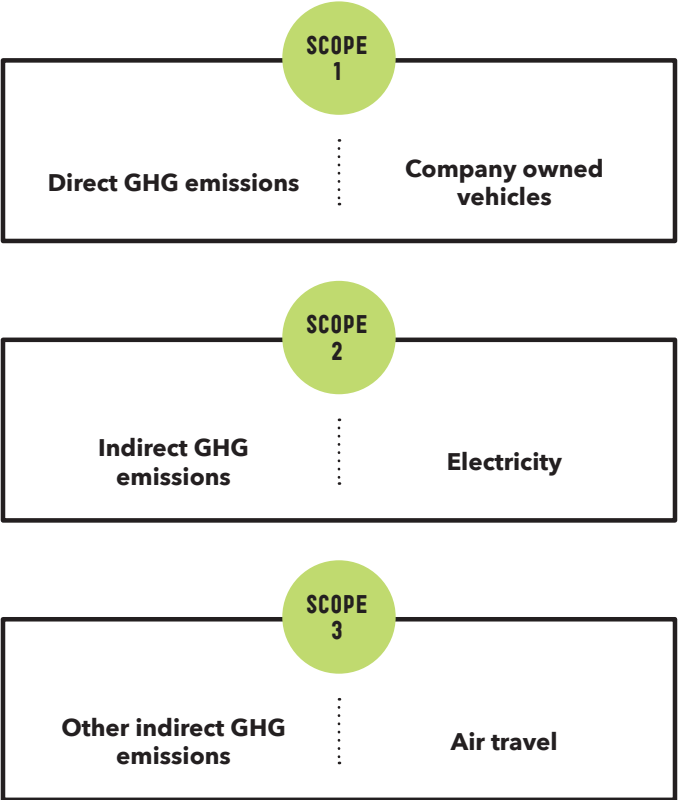
OZONE DEPLETING EMISSIONS

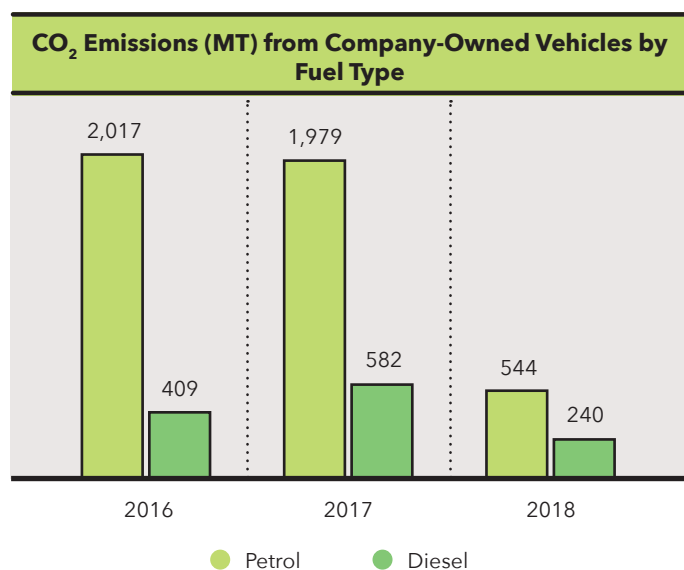
The Montreal Protocol on Substances that Deplete the Ozone Layer is an international treaty designed to protect the ozone layer by phasing out the production of numerous substances that are believed to be responsible for ozone depletion. We support this treaty and phase-out management plan. NSTP now uses R134A for all air conditioning refrigerants.

GREENHOUSE GAS EMISSIONS

Our emissions accounting is based on the internationally recognised GHG Protocol established by the World Business Council for Sustainable Development (“WBCSD”) and World Research Institute (“WRI”). Emissions accounting is based on the GHG Protocol classification of direct and indirect emissions.

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

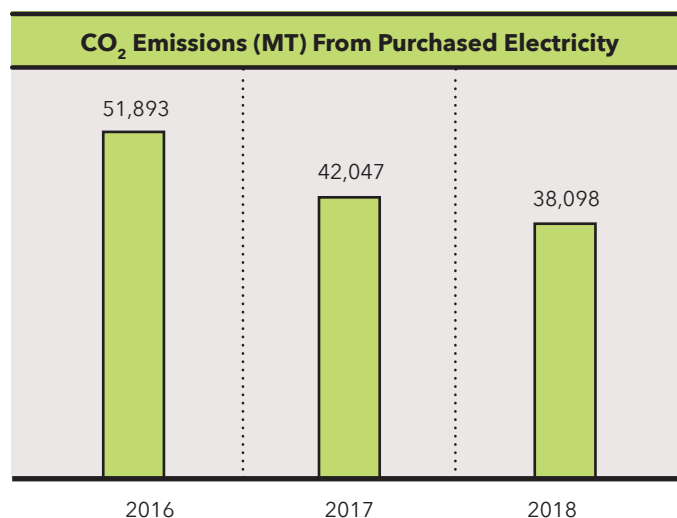




SCOPE 1

All fuel purchases are monitored and recorded to calculate GHG emissions from company-owned vehicles. Separate calculations have been performed for petrol and diesel from Media Prima Group data.

CO₂ emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.



SCOPE 2

Indirect emissions result from electricity and chilled water. Energy has been calculated from Media Prima's electricity bills. Energy is consumed by office buildings, TV stations, chilled water, printing presses and billboards.

CO₂ emissions from the use of electricity were derived using the emission factor published by the Malaysian Green Technology Corporation for the Peninsular Grid.

ENVIRONMENT

SCOPE 3

Flight bookings were decentralised as part of the Group's cost-saving journey. Employees were authorised to book their own flights based on the lowest fare available when travelling for business. This approach has resulted in significant savings as the Group now benefits from promotional fares without paying any agency fees.

Scope 3 emissions calculations are no longer performed following the introduction of the decentralised booking system.

ENVIRONMENTAL EXPENDITURE

When using any form of print media, there is always the question of environmental impact. Unlike TV or digital, print conjures up a number of preconceptions powered by a series of myths about the use of paper for advertisements, mailings, door drops, leaflets and brochures. There are a number of pressures placed upon us to ensure our environmental credentials are watertight.

The creation of print media can be divided into three stages: production, printing and consumption. We continuously work to improve efficiency during each stage to minimise the environmental impact it creates. Each year, approximately RM1 million is spent on initiatives to reduce our environmental footprint. Our efforts to reduce the intensity of our environmental footprint are coming into fruition and we are committed to a path of continuous improvement.

Work/Plant	2016	2017	2018
Balai Berita Shah Alam			
Disposal of scheduled waste	106,303.16	90,309.88	86,147.58
Waste water treatment plant	208,438.40	23,357.80	92,221.80
Environmental training	4800	n/a	4,150.00
Aircond / HVAC	769,658.58	56,604	15,920
Balai Berita Prai			
Disposal of scheduled waste	136,572.51	131,671.60	93,307.15
Waste water treatment plant	38,219.36	25,172	15,790.50
Environmental training	15,375.00	2,560	Nil
Aircond / HVAC	160,139.50	147,350.60	26,400.00
Total	1,439,506.51	477,025.88	333,937.03

SOCIAL

OUR PEOPLE ARE ESSENTIAL TO OUR SUCCESS. ESTABLISHING A CULTURE OF RESPECT, SAFETY, EMPLOYEE ENGAGEMENT AND SUPPORT FOR DIVERSITY IN OUR WORKFORCE ALLOWS US TO DO MORE, AND BE MORE, TOGETHER. WE ARE COMMITTED TO RESPECTING THE INDIVIDUALITY OF ALL EMPLOYEES AND OFFERING A REWARDING WORKING ENVIRONMENT.

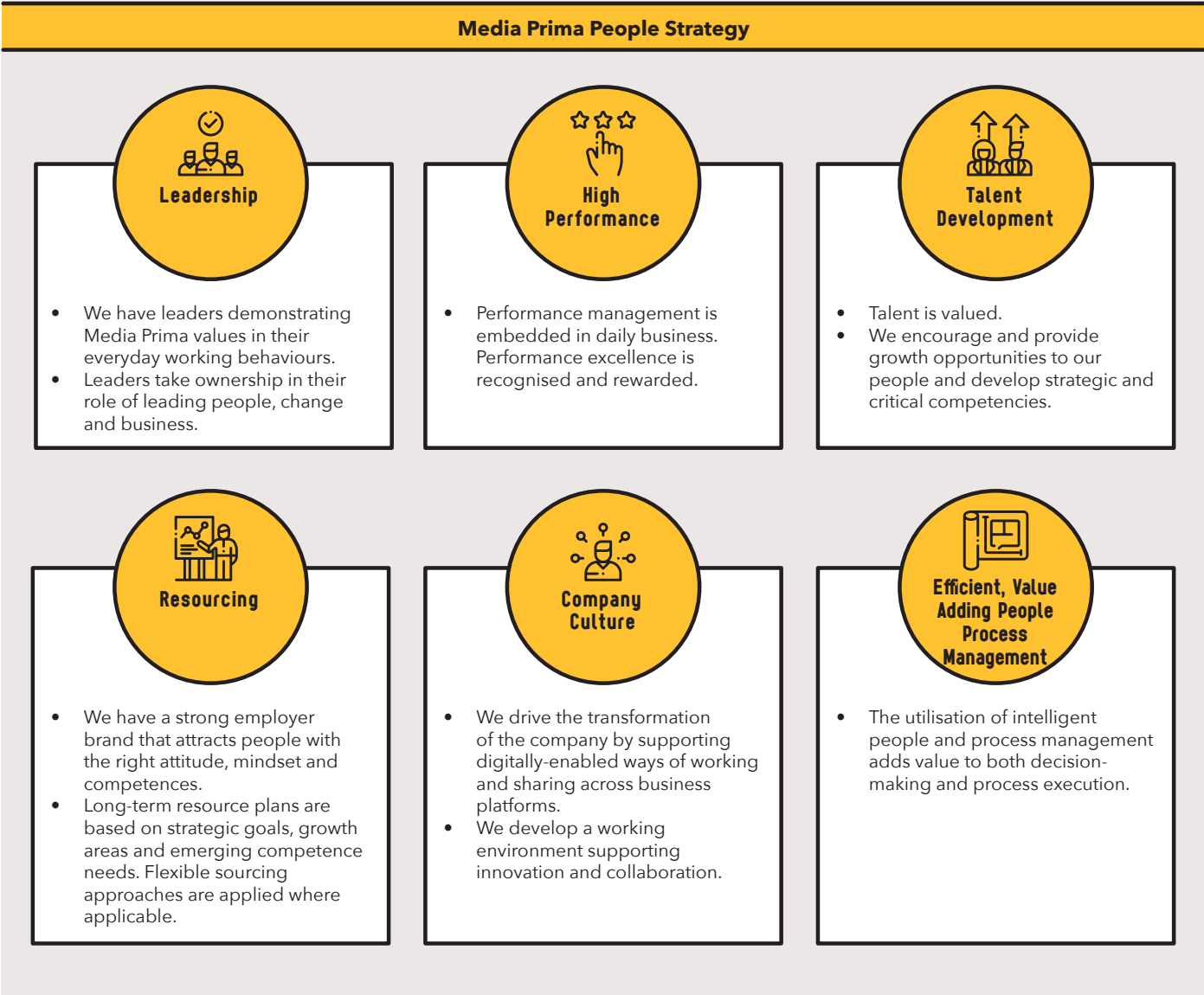
Code of Ethics

The code applies to all employees of Media Prima and its subsidiaries. It serves as a reference to help employees maintain high ethical business standards. It guides the way we conduct business and ensures duties are performed efficiently, effectively and fairly.



SOCIAL

PEOPLE MANAGEMENT



A FAIR AND REWARDING WORKPLACE

Media Prima seeks to create a fair and rewarding workplace, develop a strong and cohesive corporate culture and foster an open atmosphere in the workplace.

A fair and effective remuneration system helps:

- Keep employees motivated
- Attract and retain competent and high-potential employees

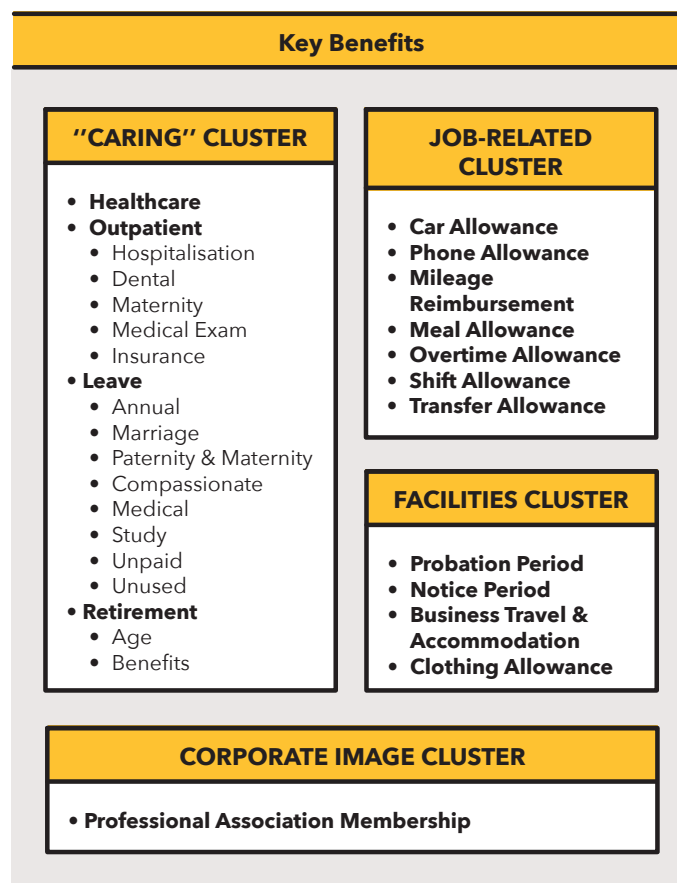


A remuneration review is conducted every three years to:

- Determine adequate remuneration for employees
- Align our remuneration packages with the changing business environment
- Allow us to be more equitable in rewarding high achievers in the workplace
- Develop employee talent and determine our competitiveness vis-à-vis the market
- Adopt a fair remuneration system regardless of age, gender or other backgrounds

A percentage of employees' basic salaries is paid to the Employees Provident Fund ("EPF") as per statutory requirements. This is inclusive of the contribution of any employer to EPF required by law from time to time.

We define benefits as forms of value, other than payment, that is provided to employees in return for their contribution to the organisation. We offer various employment benefits to employees of all levels.



SOCIAL



50 children of Media Prima staff were awarded for their academic excellence during the Hari Kecemerlangan Akademik 2017



Datuk Seri Abdul Jalil, CEO of NSTP, together with MPB staff perform Ibadah Qurban Aidil Adha

SABBATICAL LEAVE

A sabbatical is a period away from work, agreed with your employer. Sabbatical leave is offered to help us retain our most valuable employees. This attractive benefit is mutually important for high-potential employees and Media Prima as it allows employees to stretch themselves without leaving the Group. One employee was given one year of sabbatical leave in 2018.

Anugerah Kecemerlangan Akademik

Anugerah Kecemerlangan Akademik recognises the academic achievements of employees’ children and family members. The programme honours employees’ brightest and most talented children with prize money and plaques. Fifty children of employees were recognised and awarded in 2018.

Examination	Achievement	Award (RM)	Number of Recipients
End of Year Examination	First in the class	150	13
UPSR	5As	200	20
PT3	8As and above	300	13
SPM	9As and above	400	4

Haj Subsidy

In 2018, 12 employees performed their Haj following 10 years of continuous service. We paid 60% of the Muassasah cost for each employee, who had been nominated to perform their Haj, subject to terms and conditions.

LOCAL HIRING

Local hiring practices have been introduced at all operational offices. The proper notification of open positions is given and selection is based on job criteria.



Our economic progress is partly due to our providing local employment opportunities and investing in the Company's workforce. We take part in various career fairs organised in the country to reach out to these talents. Almost 100% of our workforce is Malaysian.

CAREER FAIR	ORGANISER	VENUE	DATE
Program Temuduga Terbuka SL1M 2018 (Zon Tengah)	Skim Latihan 1Malaysia ("SL1M")	Malaysia Agro Exposition Park Serdang ("MAEPS"), Serdang	24 - 25 February 2018
Program Temuduga Terbuka SL1M 2018 (Zon Utara)	Skim Latihan 1Malaysia ("SL1M")	Stadium Sultan Abdul Halim, Alor Setar	14 - 15 April 2018
Graduan Aspire 2018 - Career & Post Graduate Fair	Graduan	Kuala Lumpur Convention Centre ("KLCC")	21 - 22 July 2018

EMPLOYEE VOLUNTEERING

The Media Prima - NSTP Volunteers Brigade was established in 2011. Comprising employees from various business units, the brigade is the backbone of numerous relief missions under Tabung Bencana NSTP-Media Prima.

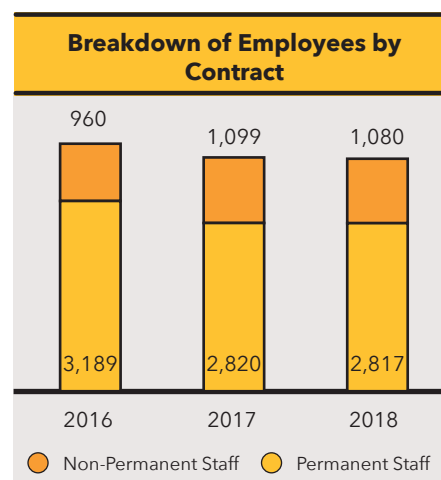
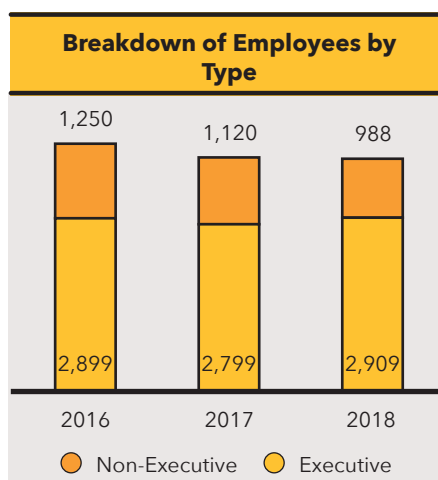
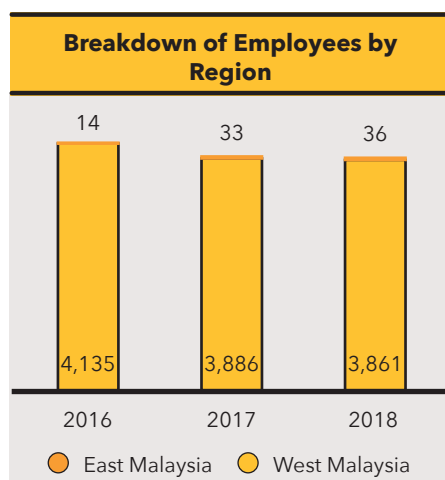
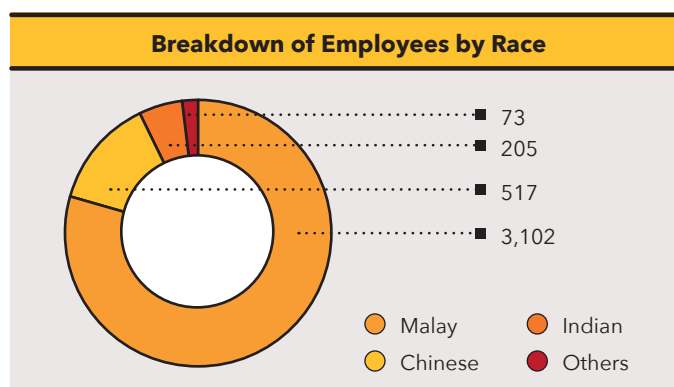
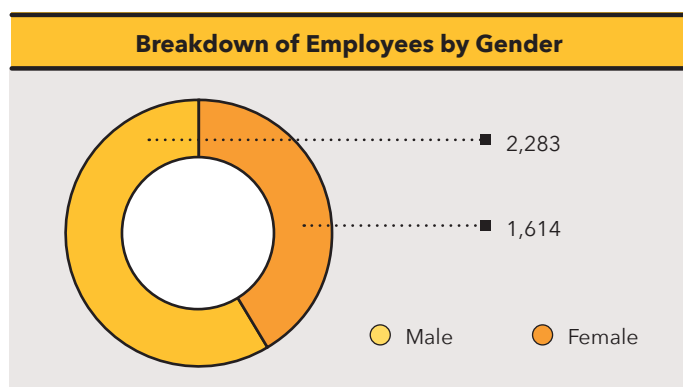
The brigade also conducted other activities such as medical outreach, blood donation drives, visits to underprivileged homes and other volunteerism-based activities that benefit the community. Starting from 2018, employees are automatically members of the Briged Sukarelawan Media Prima-NSTP.

PROMOTING DIVERSITY

Media Prima requires its workforce to be as diverse as possible to build an innovative digital future. The importance of diversity has become increasingly important as it provides significant opportunities in the form of diverse expertise, new working practices and fresh perspectives. At Media Prima, diversity also refers to the equal representation of age groups and gender in addition to multiculturalism.

Media Prima provides all employees with the same career-advancement opportunities regardless of their background. Diversity is promoted by ensuring that all employees have convenient access to the work community irrespective of their life situation. This has been accomplished by providing flexible work arrangements such as working remotely and ensuring our business premises are equipped for employees with special needs.

SOCIAL

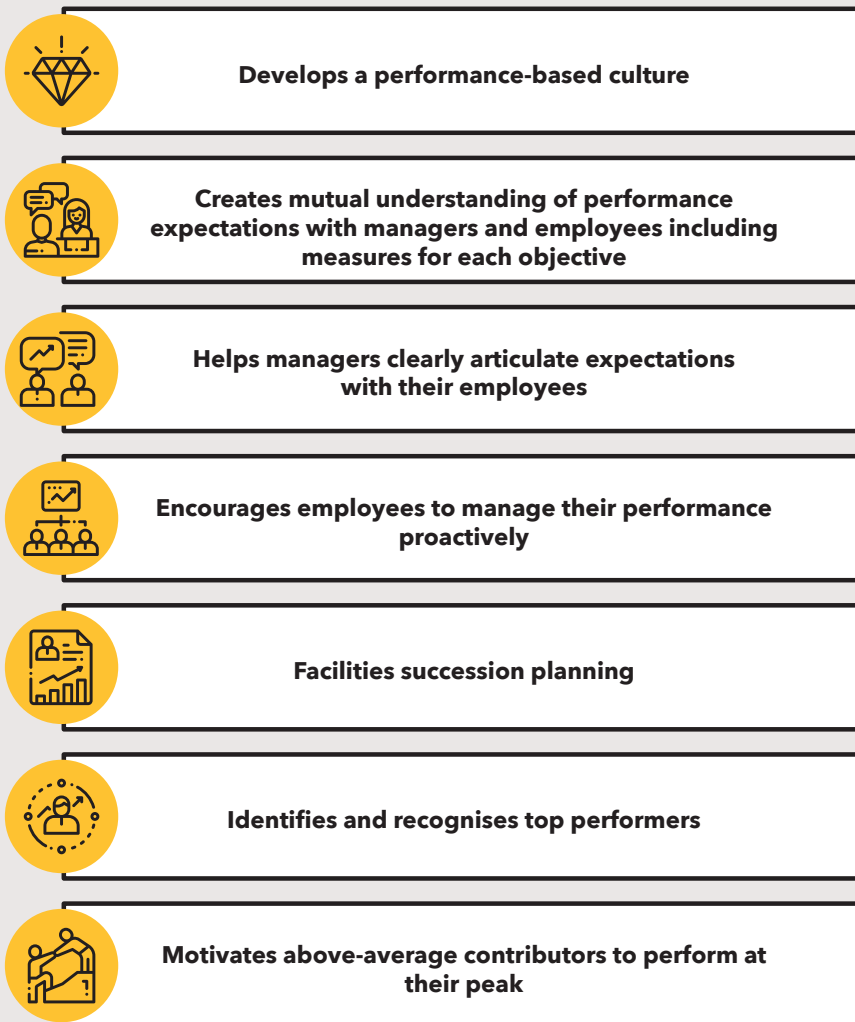


Employee Turnover			
Employee Turnover	2016	2017	2018
By Region			
West Malaysia	456	343	408
East Malaysia	3	0	2
By Gender			
Male	308	174	200
Female	151	169	210
By age Group			
<30	146	135	177
30-50	259	180	218
>50	54	28	15

PERFORMANCE MEASUREMENT

Our Performance Management Programme aligns employee objectives with the Group's overall priorities. This critical tool facilitates regular dialogue between employees and managers in the planning, coaching, monitoring and evaluation of employee performance. We conduct annual performance reviews, which all full-time employees participate in. Performance reviews are not performed for contractors or third-party employees.

Media Prima's Performance Management Programme Drives a High-Performance Culture



Media Prima Updated Performance Evaluation Model



SOCIAL



Employee compensation is linked to performance. Our performance evaluation model, measured by various Key Performance Indicators (KPIs), is used to assess all (100%) of employees. A point-based system ranging from one to five is used to determine bonus quanta, with five being the highest.


Employees are empowered to take charge of their career growth. Quarterly feedback meetings are scheduled with employees in order to maintain constructive year-long manager/employee relationships. Employees' line managers or immediate superiors conduct the appraisals as they are most qualified to evaluate their subordinates' work performance.

EMPLOYEE ENGAGEMENT


Our company, industry and the media landscape in which we operate have experienced tremendous change over the last three years. Media Prima has united employees and provided support by nurturing two-way relationships that allow us to adapt, compete and achieve our growth strategy.



Several activities were organised to improve the work satisfaction of employees. Media Prima understands the importance of caring for employees' physical and mental wellbeing. Ensuring our employees are happy, healthy and treated fairly and with respect is at the core of our business philosophy and success.

THEME	ACTIVITY	DETAILS	FREQUENCY
Family-Friendly Practices 	Counter Promotion	The best deals on various products are extended to employees by various participating vendors.	Ad-hoc
	Farmers Market	Agriculture products are sold each month at a mobile market in Balai Berita Bangsar and Sri Pentas.	Monthly
	Let's Bring Your Kids To Work	This new initiative, introduced during the school holiday, invited the children of Media Prima employees to their parents' workplace so they appreciate their parents' hard work. 40 children signed up to this initiative at Sri Pentas on 21 March 2018 and 30 children in Balai Berita Bangsar on 22 March 2018.	Ad-hoc
Culture 	Food Truck	The 'Meals on Wheels' Programme supplied a variety of food, discounted by 10%, to employees. Food truck vendors are invited to our offices weekly, every Wednesday at Balai Berita Bangsar and Thursday at Sri Pentas, between 10.30 AM and 2.30 PM.	Weekly
	Hari Raya Gathering	In 2018, departmental <i>Hari Raya</i> gatherings were held, with a Makan Raya theme, which reflected eight days of scheduled 'Open House' in both Balai Berita and Sri Pentas. A department selfie and video contest using hashtag #8dilitrimakanraya was held during this festival to promote digital use.	Yearly
	Let's Save with Saku Savvy	Various merchants were invited to sell their goods to employees at a discounted rate. Two initiatives were held in 2018: Red Hot Saku Savvy before Chinese New Year and Saku Savvy Ramadan in the runup to <i>Hari Raya</i> .	Two times yearly

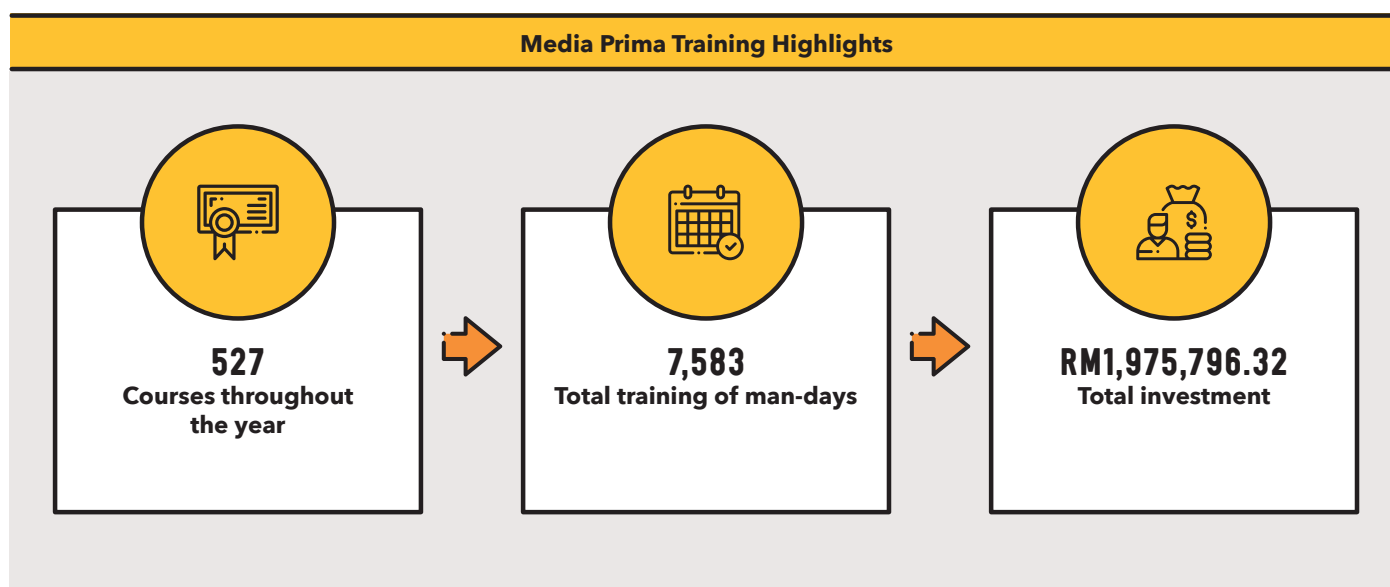
THEME	ACTIVITY	DETAILS	FREQUENCY																				
	Festival Subsidies	Festival subsidies were given to all employees to share the joy of the festive seasons.	Every festival																				
	MPB Town Hall	Employees were briefed on the Company's achievements and future business plan during the MPB Town Halls held at Sri Pentas and Balai Berita Bangsar on 12 and 13 March 2018.	Ad-hoc																				
	Let's Coffee	Introduced in April 2018, this platform allows employees to engage with identified senior management in a casual and relaxed manner. Nine sessions were held throughout the year.	Ad-hoc																				
		<table><tr><th>Date</th><th>Host</th></tr><tr><td>26 April 2018</td><td>Datuk Kamal Khalid, Group Managing Director</td></tr><tr><td>4 May 2018</td><td>Puan Farnida Ngah, Group Chief Financial Officer</td></tr><tr><td>28 May 2018</td><td>Mr. Alain Boey, Chief Transformation Officer</td></tr><tr><td>26 June 2018</td><td>Mr. Seelan Paul, CEO of Ripple</td></tr><tr><td>19 July 2018</td><td>Mr. Mohamad Shukor Ariffin, CEO of Big Tree</td></tr><tr><td>8 August 2018</td><td>Mr. Fan Chen Yip, Head of KAM & Media Sales Planning</td></tr><tr><td>1 November 2018</td><td>Datuk Ahmad Izham Omar, CEO of Primeworks</td></tr><tr><td>6 December 2018</td><td>Datuk Seri Abdul Jalil Hamid, CEO of NSTP</td></tr><tr><td>10 December 2018</td><td>En. Johan Ishak, CEO of MPTN</td></tr></table>	Date	Host	26 April 2018	Datuk Kamal Khalid, Group Managing Director	4 May 2018	Puan Farnida Ngah, Group Chief Financial Officer	28 May 2018	Mr. Alain Boey, Chief Transformation Officer	26 June 2018	Mr. Seelan Paul, CEO of Ripple	19 July 2018	Mr. Mohamad Shukor Ariffin, CEO of Big Tree	8 August 2018	Mr. Fan Chen Yip, Head of KAM & Media Sales Planning	1 November 2018	Datuk Ahmad Izham Omar, CEO of Primeworks	6 December 2018	Datuk Seri Abdul Jalil Hamid, CEO of NSTP	10 December 2018	En. Johan Ishak, CEO of MPTN	
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	Farewell Ceremony RPP Prai	A farewell ceremony was held for employees of Prai Printing Plant on 30 September 2018 following its permanent closure to appreciate their years of service. 70 employees received a token of recognition.	One-off																				
Health and Wellness 	Employee Wellness Programme (Leanbodies)	We fully subsidised Employee Wellness Programme classes to improve employee wellbeing. The Leanbodies Fitness class ran every Monday and Wednesday at Rooftop Sri Pentas and every Tuesday and Thursday at Rooftop Balai Berita.	Biweekly																				
	Tenpin Bowling Tournament	On 15 May 2018, 64 employees participated in a tenpin bowling tournament at Wangsa Bowl, One Utama.	Ad-hoc																				

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THEME	ACTIVITY	DETAILS	FREQUENCY
	Perkeso Labour Day Run & Ride 2018	The Labour Day Run & Ride 2018 was held at Dataran Putrajaya, Precint 3, Putrajaya on 29 April 2018. Media Prima was recognised for registering the most entries with 105 employees taking part. Employees entered four categories: 20-km and 40-km bicycle rides and 5-km and 10-km runs.	Ad-hoc
	Hari Sukan Negara ("HSN")	Media Prima launched #letsgetphysical in conjunction with the national Hari Sukan Negara celebrations on 13 October 2018. Group Human Resources, Kelab Media Prima and Kelab Sukan NSTP organised a series of activities. Between 10 and 13 October 2018, employees took part in a Health Awareness Bazaar, Zumba Flash Mob, Step up Stairs Challenge as well as friendly volleyball, basketball, netball and takraw matches between employees of Sri Pentas and Balai Berita Bangsar.	Ad-hoc
	MPB World Cup 2018	A soccer tournament between Sri Pentas and Balai Berita Bangsar teams was held in conjunction with the 2018 FIFA World Cup. The tournament, which was held at Stadium UM Arena on 12 July 2018, was organised by Group Human Resources in collaboration with Kelab Media Prima, Kelab Sukan NSTP and Ripple. Categories included the Men's under 40, Men's over 40 and Women's Open.	Ad-hoc
	National Day Parade Participation	Media Prima joined other GLCs and private sector companies in the National Day Parade on 31 August 2018 at Putrajaya.	
	Health Awareness Programme	Media Prima hosted a Health Awareness Programme to promote mental health, a healthy lifestyle and well-being. A professional medical practitioner gave health talks on topics such as stomach ulcers, the causes and effects of speed deprivation and other health-related topics. Bazaar vendors were also invited to sell their health products at a discounted rate to employees.	Every Quarter
Spiritual 	Ibadah Qurban	Ibadah Qurban was held at Sri Pentas and Balai Berita Bangsar on 25 August 2018. This event was organised by the Group Human Resources in partnership with Surau STMB and Badan Khairat. The meat was shared with employees and underprivileged people from surrounding areas.	Annually
	Ceramah, Taklimat Khas & Qiamullail	Seven spiritual talks and seminars were held in 2018 to provide spiritual support to our employees.	As and when required
	Talaqqi Al-Quran, Kuliah Agama and Tahlil	Bacaan Surah Yassin, Tahlil and Doa Selamat were held every Tuesday at Sri Pentas and every Thursday in Balai Berita Bangsar. Kuliah Zohor was held three times a week.	Weekly

THEME	ACTIVITY	DETAILS	FREQUENCY
	Visit Nasyrul Quran	Nasyrul Quran is a leading integrated Quranic printing centre in the Southeast Asian region at Presint 14, Federal Territory of Putrajaya. The complex was built to help Malaysia become a world-class and second-largest Quranic production centre.	Ad-hoc
Relations 	Welfare	Media Prima extends moral and financial support to employees in need. On humanitarian grounds, Media Prima visits and helps employees who are seriously ill or require calamity aid assistance.	Ongoing
	International Celebrations and Birthdays	Media Prima strives to make the workplace fun, productive and creative by celebrating internationally-recognised celebrations such as Women's Day, Men's Day and employees' birthdays.	Ongoing
Occupational, Safety and Health 	Your Everyday Safety ("YES") Posters	A monthly safety newsletter is issued to reinforce the importance of workplace safety. Topics included leptospirosis; slips, trips and falls; mental fitness; Hand, Foot and Mouth Disease; fire safety and eye strain.	Monthly

TALENT DEVELOPMENT AND LEARNING

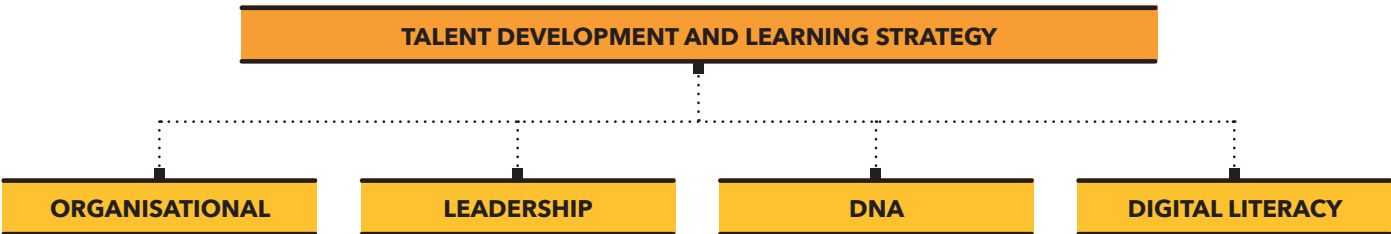


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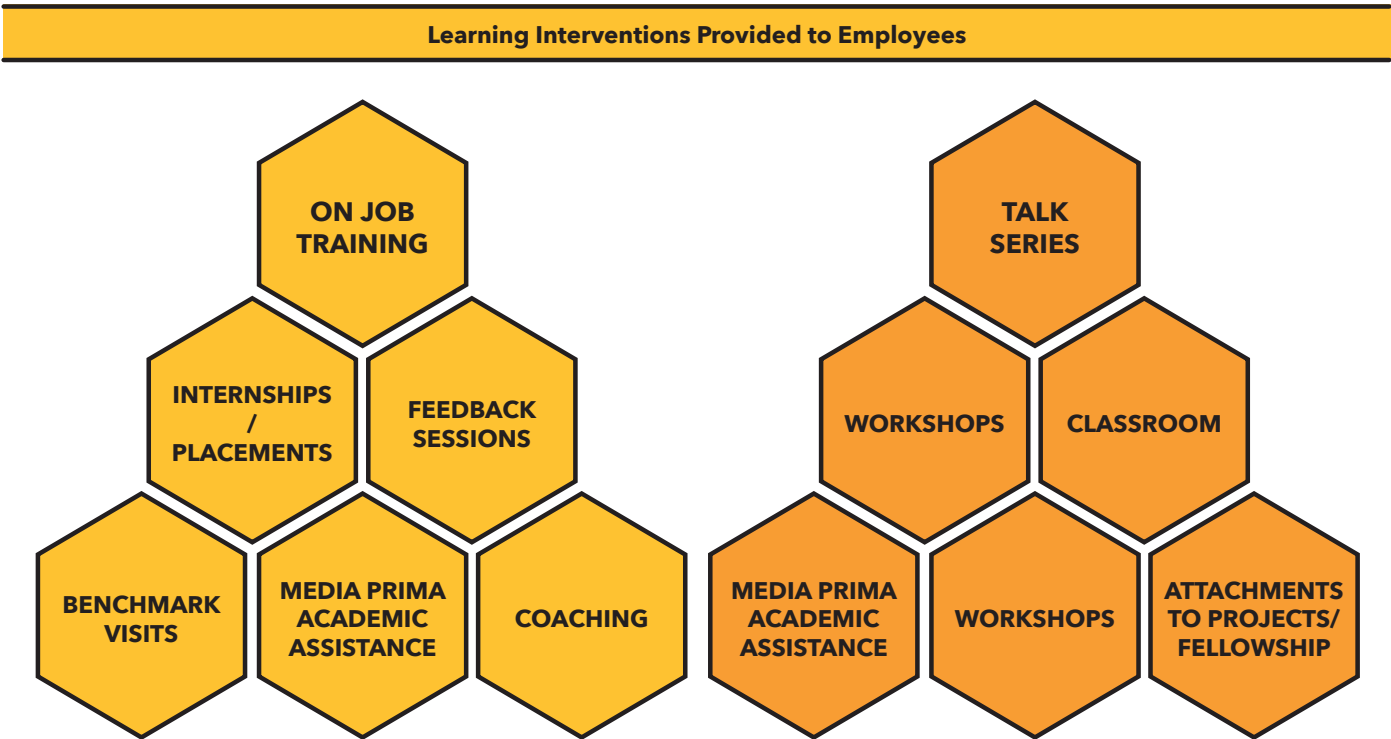
Media Prima’s talent development consists of seamless education and training programmes designed to improve employees’ basic skills, develop stronger expertise and nurture future-generation managers. We ensure that the digital competencies of our employees correspond with the demands of customers, viewers and readers to remain competitive. In 2018, Media Prima’s training and coaching focused on developing employees’ digital competencies.

Media Prima also encourages employees to renew and develop their professional competencies in their daily duties.

Employees receive equal opportunities for professional and personal development through internal and external training programmes. Other types of training considered include on-the-job training, job attachments, technical briefings and talks.



Each development intervention is carefully selected after analysing each platform’s training needs. Training Needs Analysis is conducted at the end of the third quarter of each year to plan the development requirements of each platform and ensure that the development plans can support the organisation’s vision and mission.



Group Internal Training Courses				
Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	213	4,556	3,692	720,344.19
Organisational	106	2,544	1,991	391,819.88
Leadership	13	246	369	273,900.00

Group External Training Courses				
Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	187	587	1,445	510,583.25
Organisational	3	9	25	18,868.00
Leadership	5	21	61	60,281.00

Training	
Average attendance per training programme	85%
Average training budget per employee	RM 526.88

RETIREMENT TRANSITION ASSISTANCE

Our Retirement Transition Programme is a phased-in-approach to full retirement. This well-designed programme recognises and rewards long and successful service. Hopefully, we can make this often-challenging transition smoother by encouraging these employees to examine ways of creating value and improving their well-being before and during retirement. Six sessions were held during the year.

Date	Topics	Organiser
25 July 2018	The management of trusts, estate administration and wills	AMANAHRAYA
	Facilities and assistance provided by MARA for entrepreneurs	MARA
26 July 2018	Steps and requirements for new business registration	SSM
	Debt settlement in preparation for retirement and financial planning for self and family members	AKPK
1 August 2018	Generating a stable income through online and digital channels by utilising public resources	Global Online Workforce by MDEC
27 - 28 August 2018	Effective online marketing on social media and creating online advertisements	Online business consultant

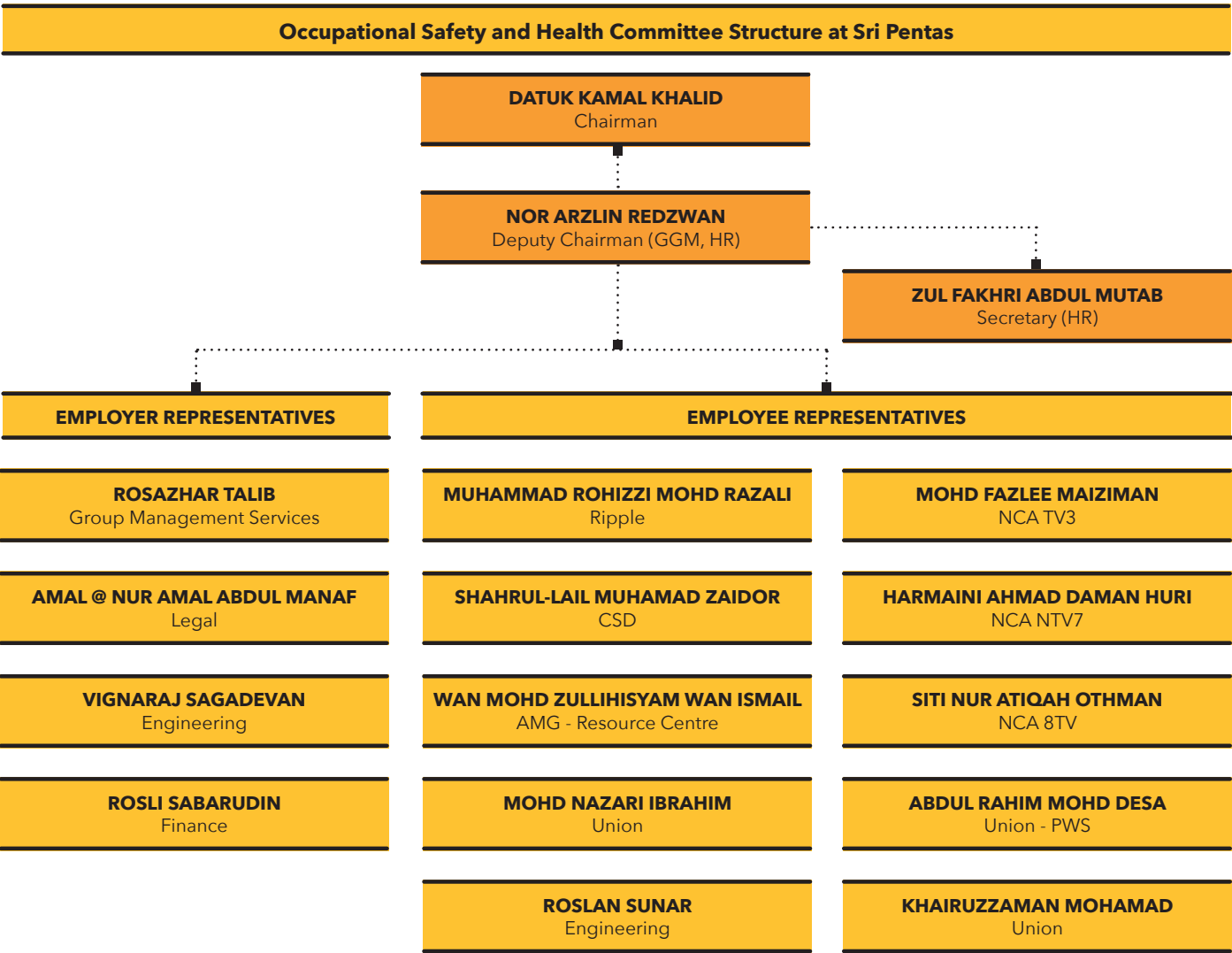
SOCIAL

WORK SAFETY AND WELL-BEING

Media Prima is committed to protecting the mental and physical well-being of all employees by prioritising safety in order to create an ideal accident-free working environment. We introduced an occupational health and safety management system to help prevent accidents at work. A Health and Safety Committee at each site discusses health and safety regularly to generate continuous improvements.

SAFETY AND HEALTH COMMITTEES

Media Prima’s safety and health committee comprises a chairman, a secretary and both employer and employee representatives. This structure is fully compliant with Section 30 of the Occupational Safety and Health Act 1994.



Breakdown of Safety and Health Committees at Our NSTP Plants

Location	Chairman	Secretary	Employer Representatives	Employee Representatives
Balai Berita Shah Alam	1	1	8	9
Balai Berita Prai	1	1	6	10
Balai Berita Bangsar	1	2	11	11

Each employee representative communicates departmental OSH issues to the main committee on behalf of their respective departments. Employee representatives also perform in-house workplace inspections and are involved in OSH programmes.

The OSH committee at Sri Pentas is represented by 0.1% of the total workforce at this site while Balai Berita OSH Committee is represented by 2%. These committees propose action to be taken in the event of an incident or accident.

HEALTH AND SAFETY TRAINING

Training is one of the most important components of our company's safety management system. Employees are presented with an opportunity to learn their jobs properly and bring new ideas into the workplace. It helps to put our safety and health programmes into action.

Everyone benefits from safety and health training through fewer workplace injuries and illnesses, reduced stress and higher morale.

Safety and Health Training Courses Delivered in 2018

Date	Topic	Location
15 - 16 March 2018	Balai Berita Shah Alam	Basic Occupational First Aid, CPR & AED
10 - 11 April 2018	Balai Berita Shah Alam	Basic Occupational First Aid, CPR & AED
23 April 2018	Sri Pentas	Safety & Health Committee: Roles and Responsibilities
14 - 15 July 2018	Balai Bomba Kota Anggerik, Bukit Jelutong	Emergency Response Team ("ERT")
19 July 2018	Sri Pentas	Back Pain Injury Prevention
15 - 16 August 2018	Rope Zone Training Centre, Damansara	WAH Training (Working at Height)
5 September 2018	Balai Berita Shah Alam	Training on Safe Handling of Hazardous Chemicals
19 - 20 September 2018	Rope Zone Training Centre, Damansara	WAH Training (Working at Height)
31 October and 1 November 2018	Balai Berita Shah Alam	Emergency Response Team ("ERT")
1 November 2018	NIOSH, Bangi	Seminar Kesihatan dan Keselamatan Untuk Media 2018

SOCIAL

Date	Topic	Location
14 - 15 November 2018	Sri Pentas	Emergency Response Team ("ERT")
21 - 22 November 2018	Balai Berita Bangsar	Emergency Response Team ("ERT")
20 - 21 December 2018	Sri Pentas	First Aid Training

SAFETY MEASURES FOR SUPPLIERS AND SUBCONTRACTORS

The health and safety of our suppliers, contractors and subcontractors are also very important. We only work with companies that meet our highest HSE standards and build risk reduction into our contracts.

A number of tools are employed to monitor and evaluate contractors who work on our sites. Some of these tools include contractor health and safety audits, spot checks, incidents, near misses and hazard reporting. Suppliers must continue to:

- Adopt our safety programmes
- Meet our performance standards
- Do all that they can to prevent injuries

Our OHSAS Steering Committee, led by the OHSAS-MR or designee, introduces processes that obtain and review contractor method statements. All contractors are furnished with relevant information and documents to ensure they comply with our OSH Management System. Every contractor must submit a completed contractor method statement that outlines the nature of work and proposals for minimising and managing OSH hazards and risks. The method statement includes an assessment of OSH issues associated with the specified work activities.

Big Tree primary risk is falling from height when installing billboards. We ensure that all employees and contractors have safe access to all working areas. Big Tree takes several precautionary measures before allowing employees or contractors to work at height. Two group-level working-at-height training sessions were conducted in 2018: on 15 and 16 August 2018 and 19 and 20 September 2018.



KLCC Convex Crossing, which connects Suria KLCC to the KL Convention Centre, reaches over 1.1 million users monthly



Shell says "Hello" to drivers in Bangsar on Big Tree's Cubig @ Bangsar digital screen

Precautions Taken When Working at Height



Assessing environment and weather conditions



Protecting the public by providing safe access and egress



Providing Personal Protective Equipment ("PPE") including full body harness, rope positioning, rewind lanyards, safety shoes for climbing and a cable fall arrester



Means of rescuing persons from safety harness following arrested falls



Organising fall-prevention equipment



Allowing clearance from overhead power lines



Manual handling



Protecting portable electric tools by having them tagged and tested

PERSONAL PROTECTIVE EQUIPMENT ("PPE")

Making our workplace safe includes providing instruction, procedures, training and supervision to encourage people to work safely and responsibly.

Even where engineering controls and safe systems of work have been applied, some hazards may remain. The use of PPE is enforced at work in order to protect employees from occupational health and safety risks.

PPE for Journalists



Bulletproof helmet



Ballistic or bullet-proof vest

SOCIAL

PPE When Maintaining Printing Machines



Full face cartridge respirator



Earplugs



Safety shoes



Face mask



Safety glasses



Safety gloves



Welding shields

Additional protection is given to those working along highways. These workers receive a safety helmet, eyeglasses or goggles, a safety vest, gloves and safety boots. A proper traffic management plan for closing highway lanes is implemented as recommended by the concessionaires to avoid hazards to road users and contractors.

Other types of equipment used to minimise risks include scaffolding, fixed and mobile work platforms, ladders, safety harnesses, fall arrestors, hard hats, toe boards and waist-high barriers.

CHEMICAL HEALTH RISK ASSESSMENT ("CHRA") AND TRAINING ON SAFE HANDLING OF HAZARDOUS CHEMICALS

A three-day Chemical Health Risk Assessment ("CHRA") and training sessions on the safe handling of hazardous chemicals were held in 2018. It is mandatory for our printing plant employees to attend this programme as part of Regulation 10 of USECHH Regulations, 2000 and Regulation 22 of USECHH Regulations, 2000.

This programme was held from 4 to 6 September 2018 at Balai Berita Shah Alam. The training session was conducted by Medi-Ihsan Occupational Safety and Health Sdn Bhd due to its credentials and record.

MEDIA PRIMA SAFETY RECORDS

OSH Indicator	2016	2017	2018
Injury rate ("IR") for total workforce	1.8	1.4	6
Occupational diseases rate ("ODR") for total workforce	0.2	0	0
Lost day for total workforce	132	87	348
Absentee rate ("AR") for total workforce	0	0	0
Absolute number of fatalities for total workforce	0	0	0

COLLECTIVE AGREEMENT & FREEDOM OF ASSOCIATION

Media Prima respects the labour rights principles set out in the United Nations Global Compact. These principles cover respecting the rights to freedom of association and collective bargaining, the elimination of forced labour, child labour and discrimination in the workplace. Media Prima's Code of Ethics and Supplier Code of Conduct contain these principles.

Media Prima will continue to comply with all applicable laws and regulations. We believe in employee involvement through dialogue with employees or their recognised employee representatives. We have established a framework for employee involvement promoting partnerships based on good and trusting dialogue. Currently, we are working closely with five unions and believe this will nurture a sustainable culture of respecting employees' rights.

In 2018, 35.56% of employees belonged to a union of their choice.



Represents 28.99% of The New Straits Times Press Sdn Bhd

Union Groups Representing Employees' Interests

NATIONAL UNION OF JOURNALISTS ("NUJ")

Represents 28.99% of The New Straits Times Press (M) Sdn Bhd

NATIONAL UNION OF NEWSPAPER WORKERS ("NUNW")

Represents 24.45% of The New Straits Times Press (M) Sdn Bhd

KESATUAN SEKERJA KAKITANGAN SISTEM TELEVISYEN MALAYSIA BERHAD ("KSKSTMB")

Represents 22.31% of Sistem Televisyen Malaysia Berhad

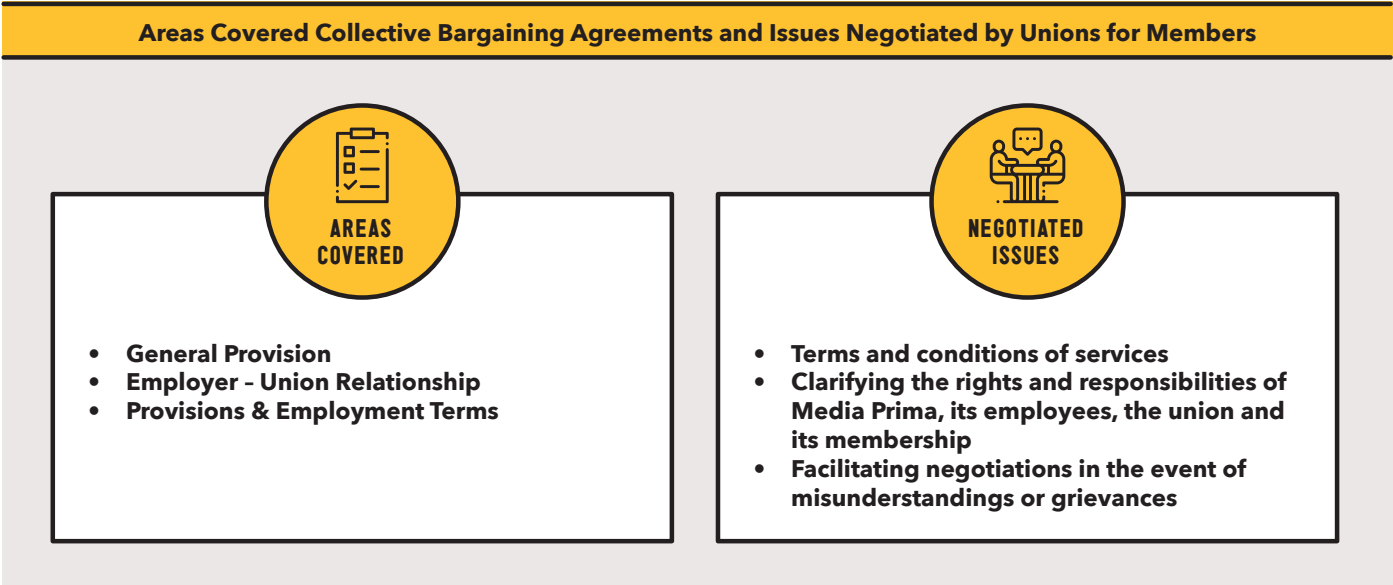
KESATUAN SEKERJA EKSEKUTIF KAKITANGAN PRIMEWORKS STUDIOS SDN BHD

Represents 43.21% of Primeworks Studios Sdn Bhd

KESATUAN SEKERJA EKSEKUTIF KAKITANGAN SISTEM TELEVISYEN MALAYSIA BERHAD ("KSESTMB")

Represents 46.21% of Sistem Televisyen Malaysia Berhad

SOCIAL



We cooperate with the unions on any arising employment issues and respect them as the principal bodies for negotiating several matters on behalf of their members.

The unions also have representation on the Occupational and Safety Health Committee to ensure employees’ safety at work is not compromised.

COMPLIANCE

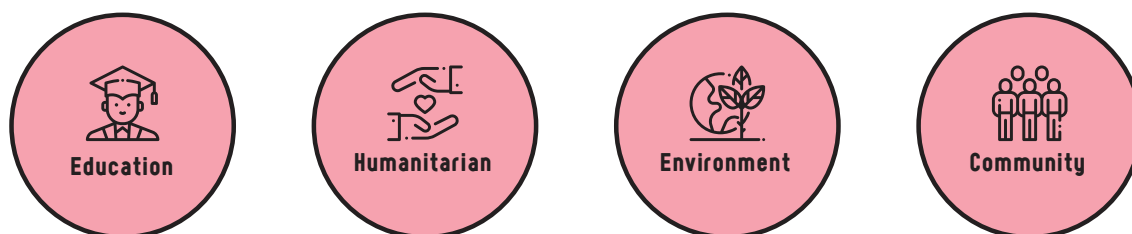
We comply with the Children and Young Persons (Employment) Act 1966. Our policy for employing young talents for programmes states that children below the age of 18 must be accompanied by their parents when performing their roles.

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

VALUABLE MEMBER OF SOCIETY

Media Prima disseminates, publishes and broadcasts information, which is traditionally seen as part of the role of an integrated media company. Our various platforms and services also engage in other efforts to support sustainable social growth. We want to be part of our community's lives.

Media Prima's Targeted Social Initiatives



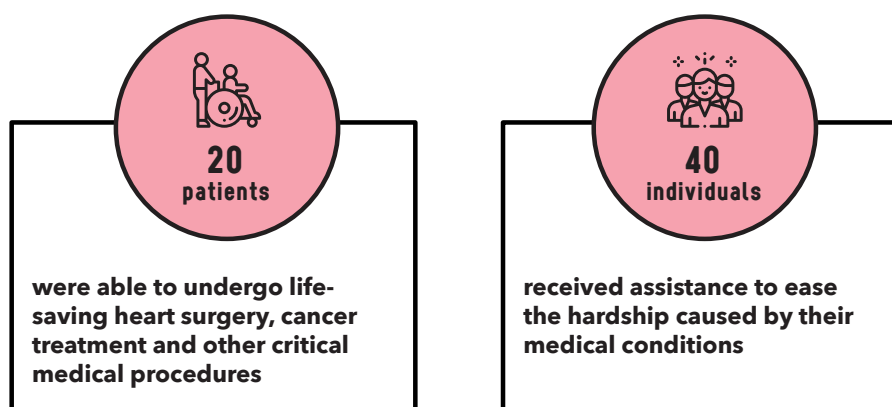
MEDIA PRIMA - NSTP HUMANITARIAN FUND

Established on 15 May 1991, the Media Prima - NSTP Humanitarian Fund ("MPNHF") gives financial aid to Malaysians who would otherwise be unable to afford treatment for heart problems, leukaemia, cancer or the fitting of prosthetic limbs. Our media platforms are used to appeal for public donations and raise money through fund-raising events. Essentially, it is a platform for generous and caring Malaysians to support humanitarian causes.

As a digital-first, fully integrated media company, we play our role by highlighting and raising awareness of various humanitarian plights through our integrated platforms such as digital, newspapers, television, radio and out-of-home.

We work with hospitals to identify deserving cases and pay the treatment fees, directly. Previously, MPNHF has helped fund financially-burdened individuals who were suffering from illnesses such as heart problems, kidney failure, hydrocephalus, cerebral palsy, biliary atresia, epidermolysis bullosa, cancer and prosthetic limbs. The scope has since been expanded to include victims of poverty, disasters and political conflicts.

Public Contributions in 2018



VALUABLE MEMBER OF THE SOCIETY BEYOND CONTENT

In 2018, MPNHF donated:

- A total of RM28,000 to the families of the six fire and rescue personnel who drowned during a search and rescue mission for a missing teenager in Taman Putra Perdana, Puchong
- RM4,000 to the family of Muhammad Adib Mohd Kassim, a fireman who was fatally injured during a riot

Tabung Bencana NSTP - Media Prima

Tabung Bencana NSTP-Media Prima was launched on 1 October 2009 to assist victims of natural and man-made disasters. In 2018, the fund helped purchase relief items, goods, hygiene kits and vouchers from a reputable hypermarket. These items were donated to flood victims in Pahang, Johor, Perlis, Kedah, Pulau Pinang, Perak, Terengganu, Melaka and Selangor.

Tabung TV3 Bersamamu

Tabung TV3 Bersamamu was launched in 2005. It encourages public participation and contribution through the popular television programme Bersamamu and related activities on the ground. Today, Tabung TV3 Bersamamu is within the ambit of the Humanitarian Fund as it continues to help those living in poverty.

The programme, which is aired every Sunday at 6.30 PM, encourages the public to donate generously to Bersamamu beneficiaries. In 2018, 41 beneficiaries were helped by this cause.

Tabung Kemanusiaan Palestin Media Prima

The Palestinian cause is very dear to Malaysians. Although established in 2012, Tabung Kemanusiaan Palestin Media Prima was re-activated on 24 July 2014, following the escalation of the conflict in Gaza.

Media Prima provides a platform for contributors to help Palestinians through reputable NGOs such as Mercy Malaysia and Perdana Global Peace Foundation. In 2018, various Palestinian humanitarian programmes were funded. Media Prima lauded the generosity that members of the public and corporate sectors extended to the devastating situation in Palestine. A total of RM240,100 was disbursed as at 31 December 2018.

Tabung Kemanusiaan Rohingya Media Prima

Tabung Kemanusiaan Rohingya Media Prima was launched on 25 November 2016 following escalating violence against the Rohingya community. Various programmes, which benefited the Rohingya community, were held during the year.

Kyauk Tan Rural Health Centre provides a medical service for at least 12,000 people from 12 surrounding villages. Contributions from the Tabung Kemanusiaan Rohingya Media Prima have helped upgrade this centre which was in a poor state. Following the reconstruction, the centre is now equipped with various facilities and is managed by Mercy Malaysia.

In 2018, a total of RM412,350 was raised as at 31 December 2018 and disbursed in January 2019. Mercy Malaysia helped to manage this fund which was partly used to sponsor medical services at the medical centre and nine clinics in the Sittwe district in Myanmar. The fund also helped to fund a medical outreach programme for the Rohingya community in Malaysia, which was jointly organised by Mercy Malaysia and Gleneagles Kuala Lumpur in Seberang Balok, Kuantan.

MEDIA PRIMA

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

PINTAR was officially launched on 17 December 2006. In 2008, PINTAR Foundation was established to lead the PINTAR school adoption programme. The programme's objectives are to:

- Increase the motivation and success of students from underperforming schools through education,
- Develop human capital that is adequately prepared to meet future challenges.

Media Prima has adopted Sekolah Kebangsaan Cherating (SK Cherating) in Pahang since 2012. Officially opened in 1952, SK Cherating has almost 800 pupils. Typically, their parents work in local hotels or run small businesses selling local products with an average monthly household income of RM1,000.

We organised and sponsored various activities to improve the children's learning experience both inside and outside of school. Programmes held throughout the year included:

- An average of 40 monthly tuition classes for Standard Six students in English, Bahasa Malaysia, Mathematics and Science
- A school field trip to Sri Pentas and Balai Berita Shah Alam Printing Plant
- A motivational talk by TV3 Da'i finalists
- A UPSR English Workshop by the NSTP-NIE team
- Seminar Bimbingan Peperiksaan by Unit Pendidikan Berita Harian

Briged Sukarelawan Media Prima - NSTP

Established in 2011, the volunteer brigade is part of the overall group corporate responsibility strategy to develop a sustainable business model. Brigade members, comprising employees from the various platforms and backgrounds, are required to register and attend basic training on relevant subjects such as volunteerism before being called to join any relief mission or voluntary charitable work.

Several initiatives were held during the year including a flood relief exercise as well as a community *gotong-royong* with the Fire and Rescue Department, Malaysia Civil Department, Social Welfare Department, district offices and reputable hypermarkets.

Fidyah Programme

Media Prima recently introduced the Fidyah Programme. Employees are invited to help those less fortunate such as orphans and single mothers during the fasting month.

VALUABLE MEMBER OF THE SOCIETY BEYOND CONTENT

NSTP

PRINT MILESTONES AND ACHIEVEMENTS IN 2018



More than 400,000 students have subscribed to our Didik Minda Skor School Times supplements



60,000 students have subscribed to our annually-produced book – Set Soalan Latihan UPSR, PT3 & SPM



60,000 students attended our nationwide exam base clinics and workshops



35,000 users registered with FullAMark



82,000 users download the Mind Campus App

Tabung Bencana NSTP-Media Prima

Tabung Bencana NSTP-Media Prima gave RM55,200 to 276 flood victims' families in Rompin, Pahang and Endau, Johor. Each family received a RM200 cash voucher.

The programme was coordinated with help from *Jabatan Kebajikan Masyarakat, Jabatan Pertahanan Awam and Pejabat Daerah & Tanah*. Voucher handover sessions were held on 18 January 2018 by four volunteers.

Details of Voucher Handover Sessions

Pejabat Daerah & Tanah Rempin

- Pusat Penempatan Sementara (PPS) Pertubuhan Peladang Kawasan (PPK) Endau
- PPS Sekolah Kebangsaan (SK) Tenglu
- PPS Balai Raya Kampung Benaung
- PPS Kampung Air Merah
- PPS Sekolah Agama Pengkalan Batu
- PPS Balai Raya Taman Nakhoda

Briged Sukarelawan Media Prima-NSTP: Gotong-Royong Bubur Lambuk

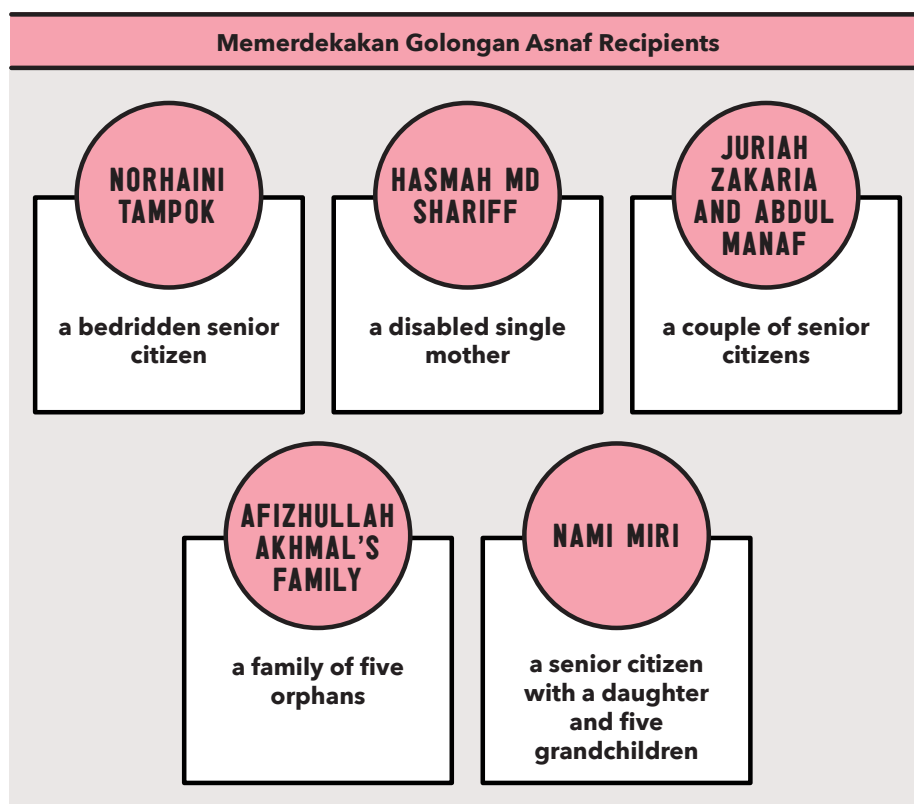
Briged Sukarelawan Media Prima-NSTP organised a *gotong-royong* with Adabi Consumer Industries Sdn Bhd. Five large pots of *bubur lambuk* were also cooked in conjunction with the month of Ramadan.

The event, held on 30 May 2018 at Balai Berita Bangsar, involved 30 volunteers. Over 3,000 portions of *bubur lambuk* were packed and distributed to all Media Prima employees at Balai Berita Bangsar, Balai Berita Shah Alam and Sri Pentas. At least 300 portions of *bubur lambuk* were also given to students from a nearby hostel of UNIKL.

Gotong-Royong Hari Kebangsaan

Briged Sukarelawan Media Prima-NSTP collaborated with Universiti Pertahanan Awam Malaysia ("UPNM") in holding a *gotong-royong* event in conjunction with National Day celebrations. The event, themed 'Memerdekakan Golongan Asnaf', was held on 9 September 2018 at Kampung Sg. Kembong Hilir, Bangi Lama.

Memerdekakan Golongan Asnaf Recipients



Sixty volunteers comprising students and cadets from UPNM and 10 Briged Sukarelawan members worked together:

- On a *gotong-royong* activity, cleaning five homes of the underprivileged
- Handing over daily necessities worth RM200 to each family
- Distributing beds, mattresses and a cupboard to each family

VALUABLE MEMBER OF THE SOCIETY

NSTP-Forest City CSR Programme

NSTP continued an education-based CSR programme for the second year. The programme was sponsored by Country Garden Pacific View, the developer of Forest City project in Gelang Patah, Johor. A total sponsorship of RM152,000 was recorded.

NSTP-Forest City CSR Programme Activities			
Period	Venue	Activities	Recipients
28 April 2018		NST NIE English for UPSR	120 Year 6 students from the following schools:
28-29 June 2018	Dewan Kg/ Tiram Duku, Gelang Patah	Distribution of BH UPSR books and FullAMark cards	<ul style="list-style-type: none"> • SK Tiram Duku • SK Tanjung Adang • SK Morni Pok • SK Tanjung Kupang • SK Pendas Laut • SK Ladang Pendas
		Klinik UPSR BH Didik	
20-21 July 2018	Dewan Kg. Raya Pok	Klinik UPSR BH Didik	120 UPSR candidates from six schools
24 July 2018	Dewan Kg/ Tiram Duku, Gelang Patah	<ul style="list-style-type: none"> • NST NIE English for UPSR • Distribution of BH UPSR books and FullAMark cards • Klinik UPSR BH Didik 	120 Year 6 students from the following schools: <ul style="list-style-type: none"> • SK Tiram Duku • SK Tanjung Adang • SK Morni Pok • SK Tanjung Kupang • SK Pendas Laut • SK Ladang Pendas
10-11 August 2018	Dewan SMK Tg. Adang	Seminar PT3 BH Minda	90 SMK Tanjung Adana students (Forms 1 to 3)
29 September 2018	Dewan SMK Tg. Adang	NST NIE English SPM Workshop	30 SMK Tanjung Adang students (Forms 4 and 5)

In October 2018, two gazebos for BH-Forest City were installed at SMK Tanjung Adang and SK Ladang Pendas.

Program Korban Badan Khairat NSTP

Badan Khairat NSTP continued its annual tradition of organising a *qurban* programme for employees of NSTP and Media Prima. The programme was held on 25 August 2018 in the driveway of Balai Berita Bangsar. The meat from four cows and two goats was given to many underprivileged individuals. At least 50 volunteers took part in slaughtering, preparing and cooking the meat and 600 kg of rice sponsored by Bernas was also donated to these beneficiaries, which included:

- Orphans from Rumah Anak Yatim Titian Kasih Setiawangsa
- Orphans from Rumah Kasih Sayang Bandar Tasik Puteri
- Students from Maahad Tahfiz Darul Furqan
- Five single mothers
- Six low-income families

Deepavali Festive Visit

Eleven NSTP employees brought festive joy to residents of Stepping Tone Living Centre on 10 November 2018. Established in 1998, this charity home for orphans and old people in Taman Seputeh, Kuala Lumpur currently houses 40 girls, 15 boys and eight old people.

The home's residents were entertained with a *kolam* competition, girls' henna painting and boys' hair cutting. They were also treated to a KFC lunch. During this visit, we handed over basic groceries such as rice, sardines, instant noodles, flour and sugar worth RM1,000.

BERITA HARIAN

Anugerah Pelajar Cemerlang BH

2018 marked the 12th year of Anugerah Pelajar Cemerlang BH. First introduced in 2007, this annual programme recognises students' outstanding achievements. Each student who had completed Seminar Bimbingan Peperiksaan BH, UPSR BH Didik course, Seminar PT3 BH Minda and Seminar SPM BH Skor received RM1,000, a certificate and a trophy. In 2017, a total 110 entries were received across all categories. The award ceremony was held on 27 July 2018.

Donation of BH Educational Books

Briged Sukarelawan Media Prima-NSTP distributed BH's PT3/SPM examination sets to two rural schools on 29 March 2018. Hopefully, these books are useful for students preparing for their PT3 and SPM examinations. It is also part of our efforts to raise brand awareness of NSTP educational products.

Six volunteers distributed the items to the following schools		
Schools	PT3	SPM
SMK Gedangsa, Hulu Selangor	36 sets	39 sets
SMK Kampong Soeharto, Hulu Selangor	90 sets	78 sets

Semarak Ramadan BH

Since its introduction in 2009, Semarak Ramadan BH has been held annually. This programme invites members of the public to give back to society during the holy month of Ramadan.

Semarak Ramadan BH 2018 was held on 26 May 2018 at Masjid Khairiah Kampung Sayong Lembah, Kuala Kangsar. More than 50 volunteers from Berita Harian, NSTP and our main sponsor, BIMB Holdings Malaysia Berhad, were involved in:

Distributing 100 goody bags, BH newspapers and aprons to traders at a local 'Bazar Ramadan'

Distributing 500 portions of *bubur lambuk* to visitors of local 'Bazar Ramadan'

A *gotong-royong* with the villagers to prepare meals for 'berbuka puasa' with 400 people

Distributing sponsored groceries to single mothers, orphans, senior citizens and poor families

Smart Solat for children and Quranic lessons for women

Semarak Ramadan BH 2018 has benefited 180 *Asnaf* including the poor, orphans, single mothers and disabled.

VALUABLE MEMBER OF THE SOCIETY



Brigid Sukarelawan Media Prima - NSTP handover of survival kits to flood victims in Kuala Selangor, Selangor

Wakaf BH-Forest City 2018

Initially, the Wakaf BH-Forest City CSR programme was introduced as part of Berita Harian's 60th anniversary celebration in 2017. The programme was held in collaboration with Country Garden Pacific View ("CGPV") – the developer of Forest City project in Gelang Patah, Johor.

The handover ceremony of Wakaf BH-Forest City was held on 16 October 2018. Two gazebos were erected at the two schools adopted by Forest City: SK Ladang Pendas and SMK Tanjung Adang. Each gazebo contained a whiteboard and two notice boards to display educational articles and posters.

CGPV also sponsored subscriptions of BH's Didik, Minda and Skor as well as NST's School Times. The Company also continued its sponsorship of educational workshops for UPSR, PT3 and SPM students at seven schools.

Jom Berkhatan Bersama Komuniti Setempat

A mass circumcision programme was organised by Suara Komuniti BH from 7.30 AM to 1:00 PM on 9 December 2018. Fifty children from Projek Perumahan Rakyat ("PPR") near Balai Berita Bangsar took part. Thirty volunteers assisted 10 medical assistants and the family members of these children.

Event partners consisted of KPJ Ampang Puteri Specialist Hospital, MediCom, Badan Khairat NSTP, Brigid Sukarelawan Media Prima-NSTP and Kelab Kembara Selangor (4x4).

Event activities included a parade of 14 four-wheel-drives around Bangsar, the appearance of Hang Orang Timor & Sahabat Kool mascots (HotFM and KoolFM) and clown entertainment. Door gifts and *pulut kuning* or *bunga telur* were also given to the participants.

HARIAN METRO

Titipan Kasih Harian Metro Bulanan

Titipan Kasih Harian Metro Bulanan is an extension to the Titipan Kasih Harian Metro CSR programme. Underprivileged and poor families, whose cases were highlighted earlier in Harian Metro under the "Metro Prihatin" column, were visited.

On 20 July, Titipan Kasih Harian Metro Bulanan team visited two families in Kampung Belakang Pekan Kuak, Lenggong, Perak:

1. Habsah Ahmad, a senior citizen who has been diagnosed with breast cancer, and
2. The family of Salbiah Shaari, a senior citizen with three orphaned grandchildren.

Titipan Kasih Harian Metro gave RM500 in cash and RM500 worth of groceries to each family.

Another Titipan Kasih Harian Metro Bulanan was held on 25 October 2018 at Pahang.

Date	Venue	Recipients
25 October 2018	Kampung Pangsenam, Jalan Triang, Temerloh, Pahang	Family of Zaidi Mohamed Said who suffers from chronic asthma and has six children, three of whom are handicapped.
	Kampung Kuala Kujan, Temerloh, Pahang	Family of Samiah Rashid, a single mother who is undergoing hemodialysis and has to support her five children.

Each recipient received RM500 worth of groceries and RM500 in cash. Eight Harian Metro volunteers helped distribute groceries and visit a recipient who was in Hospital Temerloh. The visit was jointly held with Harian Metro Mountain Bike club.

Titipan Kasih Harian Metro Ramadan

Titipan Kasih Harian Metro Ramadan, an extension of the monthly Titipan Kasih Harian Metro ("TKHM"), is held during Ramadan.

Two events were held under this programme in 2018.

Date	Venue	Main Sponsor	Recipients
26 May 2018	Masjid Jamek, Kampong Tiram Duku, Gelang Patah, Johor	Forest City (Country Garden Pacific View)	<ul style="list-style-type: none"> • 5 mosques in Gelang Patah • 50 low-income families • 200 orphans
2 June 2018	Masjid Ad-Dini, Kariah Cemara, Jeneri, Sik, Kedah	Bank Simpanan Nasional ("BSN")	<ul style="list-style-type: none"> • 5 mosques in the Sik district • 70 low-income families • 150 orphans

Twenty-five volunteers from Harian Metro, Briged Sukarelawan Media Prima-NSTP and sponsors took part in the programme. The volunteers helped:

- Distribute #HMKotakRezeki family boxes and RM300 *duit raya* to each of the 120 low-income families.
- Distribute 500 individual #HMKotakRezeki boxes to Balai Polis, Balai Bomba, immigration check points and a local *Bazar Ramadan*.
- 200 orphans shop for *Hari Raya* in Giant Tampoi and 150 orphans in Giant Hypermarket in Sungai Petani. Each child received RM150 to spend on *Hari Raya* clothing and RM100 *duit raya*.
- Hand over RM2,000 to each of the 10 mosques as "*moreh*" expenses.

VALUABLE MEMBER OF THE SOCIETY

Titipan Kasih Harian Metro Korban

On 25 August 2018, a *Qurban* event was held in conjunction with *Hari Raya Aidil Adha* at Masjid Ar-Rahimah, Taman Greenwood, Gombak. As the main sponsor of this event, Takaful Ikhlas paid the operations cost of RM16,150 and a RM7,500 *zakat* contribution to the mosque. Seventy volunteers from Harian Metro, NSTP, Takaful Ikhlas and Persatuan Seni Silat Cekak Malaysia helped:

- Slaughter and prepare the meat of 14 cows
- Distribute *Qurban* meat to 1,000 local residents
- Hand over hampers and Kotak Rezeki Harian Metro to 40 selected *Asnaf* families

Titipan Kasih Harian Metro Khas

Harian Metro continued its Back-to-School initiative with Titipan Kasih Harian Metro Khas on 2 December 2018. The programme was held at Giant Hypermarket, Falim, Ipoh, Perak.

Through this programme, 200 children from the two schools of SK Silibin, Manjoi and SMK Pusing, Batu Gajah were each given RM150 for school uniforms and stationery. These children either came from low-income families or were orphans.

Twenty volunteers from Harian Metro and NSP took part in this event. GCH Retail (Malaysia) Sdn Bhd ("Giant"), Boon Siew Honda Sdn Bhd, Majlis Agama Islam dan Adat Perak ("MAIPK"), Hotel Syuen and Hotel Regency were the main sponsors of the event. These sponsors gave cash, shopping items, transportation and accommodation.

Kotak Rezeki Harian Metro

#HMKotakRezeki was first introduced in 2016. This programme continued in 2018 following its success in previous years. Clients and advertisers were invited to help underprivileged communities in the month of Ramadan by giving cash or in-kind donations.

#HMKotakRezeki 2018 was launched on 12 May 2018 at Rumah Perlindungan Al Nasuha Kampung Changkat, Gombak.

Two types of *Kotak Rezeki* were available: individual and family. Boxes were prepared at Balai Berita Shah Alam and were distributed nationwide through respective NSTP state bureau chiefs. The distribution of the boxes commenced on 25 May 2018 and continued until the last week of Ramadan.

Type	Items	Quantity (boxes)	Recipients
Individual	Snacks for <i>Iftar</i> including dates, drinking water and biscuits.	10,000	Individuals on duty such as policemen, bus and taxi drivers, doctors, nurses, toll booth operators, firemen and bazar traders.
Family	Basic groceries including rice, cooking oil, sugar, flour, instant noodles, salt and biscuits.	1,000	Low-income families, single mothers, orphanages, old folks' homes and <i>madrasah tahfiz</i> .

A total of 72 charity homes, orphanages, *madrasah* and *tahfiz* centres received the family boxes in 12 states across Peninsular Malaysia. Affin Bank Group and Affin Islamic Bank Main were the main sponsors of the programme; others included Watsons, The Italian Baker, Enerlife@Nabati Group, Qnet, Kimball and Pos Laju Malaysia as the courier partner.

MEDIA PRIMA TELEVISION NETWORKS ("MPTN")

Terima Kasih Campaign

MPTN's Ramadan Raya campaign, Syukur Selalu, reminds people to be thankful for what they have in life regardless of their circumstances. This is the third year this campaign has run.

In 2018, we introduced the 'Terima Kasih Campaign' in collaboration with Pavilion Kuala Lumpur. This campaign focused on doing acts of kindness for those around us. Terima Kasih Campaign branding was included in the Pavilion's festive decorations. 'Terima Kasih' was screened on TV3 throughout Ramadan and on @TV3Malaysia's YouTube channel. The campaign reached 1,835,089 million and received 7,468 mentions on multiple social platforms.

Celebrities Involved in 2018 Terima Kasih Campaign



Izzue Islam



Farah Nabilah



Remy Ishak



Puteri Aishah



Erwin Dawson



Azira Shafinaz



Amar Baharin and
Amyra Rosli (and their
todler son Aqeef Anaqi)

These familiar ambassadors, as seen on television shows, advertisements and public service announcements, invited the public to take part in the campaign. On-ground activations included Bazar Terima Kasih, Jom Masjid and Anggun Life. A meet-and-greet session was also held with the 'Pelangi Cinta' and 'Pulang' casts.

MUSIC DOCUMENTARY FEATURING FAIZAL TAHIR

As part of the Terima Kasih Campaign, MPTN collaborated with award-winning singer and songwriter, Faizal Tahir, in producing a documentary which also featured his latest song – Starfeather. Faizal visited children's home, Tadika Istika Jaya, during Ramadan and brought cheer to the children through his music.

This music documentary was viewed more than 1 million times on YouTube. It was also broadcasted on a large LED screen outside Pavilion during its launch on 8 June 2018. The event was followed by a *buka puasa* for children, teachers and parents of Tadika Istika Jaya.

Bazar Terima Kasih & Jom Masjid

Bazar Terima Kasih & Jom Masjid helps those less fortunate during the month of Ramadan. In 2018, the event was held at two locations: Amanjaya Mall, Sungai Petani, Kedah and Dataran 1 Malaysia Klebang, Melaka. More than 14,000 people attended the event.

We hope a harmonious community was promoted through this event. Visitors and members of the public were invited to break fast with our ambassadors, artists and TV personalities.

Bazar Terima Kasih 2018 raised a total of RM14,000. All proceeds were channelled to Pertubuhan Rumah Anak Yatim Daerah Kuala Muda (Sungai Petani, Kedah) and Pondok Darul Muttagin, Kampung Paya Rumput, Melaka.

VALUABLE MEMBER OF THE SOCIETY

Terima Kasih CSR Campaign

In conjunction with the Terima Kasih Campaign, MPTN collaborated with MPD to create a 'Terima Kasih' app. Members of the public were invited to make a donation to Bersamamu through this app to help those in need. Users could upload a message stating how thankful they are during this holy month for a RM1 donation. A total of RM1,682, raised from the app, was channelled to Tabung Bersamamu.

RIPPLE

Memori Iftar Hot FM Bersama Continental

Embracing the holy month of Ramadan, Continental gave lucky winners RM200 *Duit Raya*, a Special Hometown Iftar Visit and free tyre checks. Fifteen callers that answered the question correctly and creatively received RM200 *duit raya*.

The Continental team and Hot FM announcers chose one lucky winner out of 15 and distributed 200 packed *Bubur Lambuk* to the people in the town and checked their tyres.

Geng Puasa Milo

Milo and Hot FM distributed 500 food packs at four selected locations in the Klang Valley during Ramadan.

BIG TREE

Supporting the Eighth Edition of MCKK Premier 7S Rugby

The Malay College Kuala Kangsar ("MCKK") Premier 7s 2018 was held from 23 to 25 February 2018 in Kuala Kangsar, Perak. Twenty-four rugby teams vied for the prestigious NJ Ryan Trophy.

Since its inception in 2011, top teams from the states nationwide have emerged such as the hosts MCKK, Johor's Tunku Mahkota Ismail Sports School ("SSTMI") and Australia International School from Singapore.

The MCKK Premier 7s is part of the National Rugby Development Programme ("PPRK"). Young players are able to demonstrate their talents and form a formidable team that will represent Malaysia internationally in the future.

MCKK Premier 7s encourages the revival of rugby among participating schools and helps develop the sport, locally.

PRIMEWORKS

Kempen Baju Baharu NONA & WHI

NONA and WHI collaborated for the first time on Kempen Baju Baharu Nona & WHI. Orphans, single mothers and poor families were helped in conjunction with the *Hari Raya* celebrations.

The campaign began a month before Ramadan and ended a week before *Hari Raya*. Overwhelming donations were received from notable figures and associations such as Datuk Radzuan Radziwill, Mek Kembang Cotton and Yayasan Tunku Zahirah. The campaign was highlighted on NONA and WHI's *Hari Raya* special episodes on TV3.

CSR Activities in Conjunction with the Release of Pulang

A CSR activity was held for the release of PULANG The Movie. Approximately 200 free movie tickets were given to disabled students and a special movie was screened for senior citizens in Alor Gajah.

MPD

Derma Feature @ Raudhah App

Through this programme, we invited the public to write 'Terima Kasih' messages on the Raudhah App as a sign of grateful. For each message, RM1 was contributed to Tabung Terima Kasih.

Skuad Bencana MPD

Members of the public were encouraged to donate pre-flood items for Terengganu's disaster centre through Angkatan Pertahanan Awam Malaysia.

PROMOTING A SAFE DIGITAL SOCIETY

Significant growth opportunities for society are offered by the digital world, stimulating business, innovation and employment. Improved education, healthcare and connectivity positively affect the quality of people's lives.

Digital access, with adequate privacy and protection measures, is instrumental to economic, social and environmental development.

What We Are Doing

Our promotion of a digital society strategy is based on widening access and enhancing skills. Opportunities are created for individuals and communities while protecting children through education and empowerment programmes and tools.

Society can reap the benefits of a digital environment through the access of information, having fun and manoeuvring in the digital world. Our digital child safety policy governs the global direction of our actions.

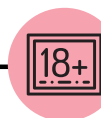
Protecting Children in a Digital World



Reduce potential risks during children's online interaction



Promote understanding of digital child safety issues



Ensure all digital content not intended for children is clearly labelled

RESPONSIBLE MARKETING

Product quality and ethical integrity are strongly connected with sustainability in the media industry. Media Prima is responsible for all consumers including readers, viewers, listeners and the general public. We endeavour to provide accurate, meticulous and truthful information in all publishing products including newspapers, digital products, radio and TV while respecting the attitudes and sensitivities of the general public.

Our Responsible Marketing Practices



We produce only accurate and truthful marketing and advertising messages.



Deliberately misleading messages, omissions of important facts, or any false claims about our competitors' offerings are unacceptable.



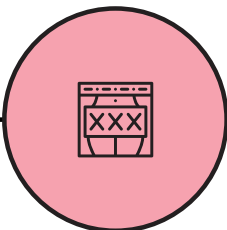
All products and services are sold fairly and honestly, as we emphasise their quality and value.

VALUABLE MEMBER OF THE SOCIETY

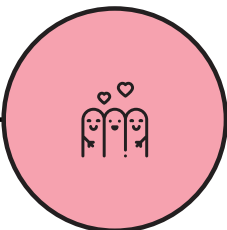
RESPONSIBLE ADVERTISING

Big Tree complies with the Ministry of Housing and other regulatory bodies by reviewing advertisements to ensure that they abide by Malaysian law.

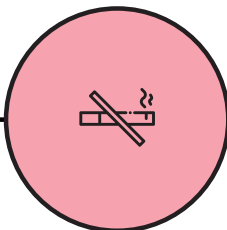
Big Tree’s Guidelines Applied to Advertisements' Ethical Reviews



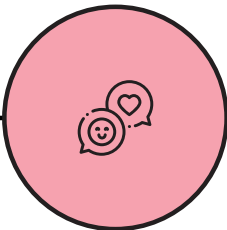
Advertising content that exploits the faces and bodies of adults, children and the disabled, with no relevance to the advertisement, is not allowed.



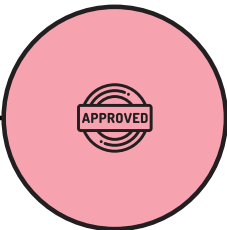
Reflecting our nation’s mixed culture and beautiful heritage with no elements of discrimination is encouraged in advertisements.



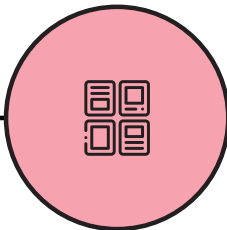
Advertising alcohol, tobacco and gambling is prohibited.



Bahasa Malaysia must be prioritised when used together with other languages. Words in Bahasa Malaysia must be given prominence in size, colour and position.



Bahasa Malaysia usage must be accurate and have been approved by Dewan Bahasa dan Pustaka.



Advertising content must be clear, attractive and safe. Advertisements must contain 85% graphics and 15% words to ensure they do not endanger road users.

RESPONSIBLE CONTENT

Media Prima adheres to the national policy of responsible marketing set by the Lembaga Penapisan Filem (“LPF”) and two other main censorship acts:

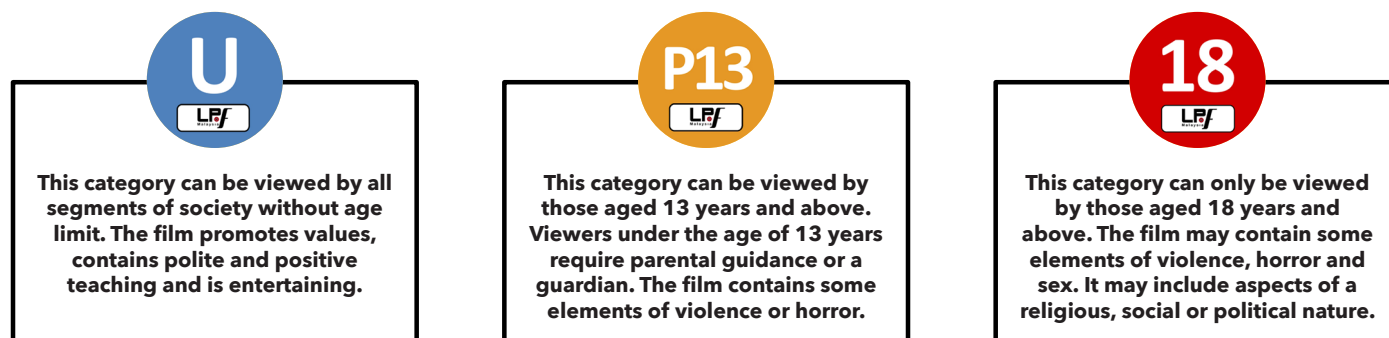
- Film Censorship Act 2002 (Act 620)
- Censorship Guidelines (KDN) 2010

These acts determine whether a film is categorised as (U), P13, 18 or TUT (*Tidak Lulus Untuk Ditayangkan*) and if it contains dialogue or scenes that must be censored.

Film screening judgments are made based on the rules and criteria set by the three basic documents of the Film Censorship Act, Guidelines and User-Specific Censorship. Any film passed with compulsory cuts must be edited by the distributor before the film is released or screened. These are either edited in a studio in the case of digital or television screenings, or by physically removing the offending section from the film.

We have adopted practices for managing, moderating and/or filtering user-generated content including user codes of conduct.

Malaysian Film Classification



Our responsible marketing policy strictly adheres to the:

- Malaysian Communications and Multimedia Commission ("MCMC") Act
- Guidelines from the Association of Accredited Advertising Agents Malaysia ("4As").

All editorial and print media content adheres to the regulations governed by the MCMC's Content Code and all other publication guidelines under the Ministry of Home Affairs ("MOHA"). Our content dissemination promotes equity of access to content and products for audiences.

RESPONSIBLE ENTERTAINMENT

Media Prima provides quality entertainment for the entire family. Child protection is prioritised throughout the Group and we help parents shield their children from unsuitable content.

Programming is managed by a rigorous system and a watershed prevents unsuitable content from being shown before 9:00 PM. All platforms reassess their child protection measures as the market shifts towards digital.

VALUABLE MEMBER OF THE SOCIETY

UNDERSTANDING DIVERSITY OF OPINION

Plurality and diversity of opinion are encouraged and media freedom is promoted through a variety of services and content. Viewers and customers are empowered to make their own programme and content decisions.

TV Network

SINGLE AUDIENCE MEASUREMENT

In 2018, a single audience measurement committee, codenamed M³, was formed as part of our goal to create a single TV rating currency for the industry. Previously, Astro, unifiTV, TV AlHijrah and Media Prima used different platforms to measure audience and viewership ratings.

Media Prima TV Networks' ("MPTN") CEO sent a Request for Proposal ("RFP") to various research companies to solve this dual currency issue with MCMC being the appointed mediator and coordinator. Astro, UnifiTV and TV AlHijrah are currently reviewing the RFP and the timeline for its implementation, which is scheduled for the first quarter of 2020.

NEW RESEARCH APPROACH

Media Prima Digital has partnered with Vodus to perform online research. MPTN's Research Team also leverages on this partnership to gather feedback from the viewers of some programmes, beginning with *Borak Kopitiam*.

The results have been made available to the production team. Several additional studies are planned for the Millennials, East Malaysia Viewing Habits and the playback viewing of recorded programmes ("PVR"). This approach is more cost effective than conventional research and the results are more readily available.

STUDYING THE EAST MALAYSIA VIEWERSHIP PREFERENCES AND PVR

Our current viewership analysis reports only cover Peninsular Malaysia. We have made a one-off purchase of Kantar Media viewership data to understand the viewership pattern of East Malaysian audiences and PVR more clearly. This data allows us to extract and analyse these demographics separately.

The study results helped us understand the viewing behaviour of these specific demographics. However, as the data was collected from the Beyond PVR set-top box, it is not representative of the Malaysian TV viewing population.

SYNERGY ACROSS MEDIA PRIMA PLATFORMS

Media Prima aims for its research activities to be as broad as possible in terms of platforms covered. This approach minimises duplication which increases cost efficiency.

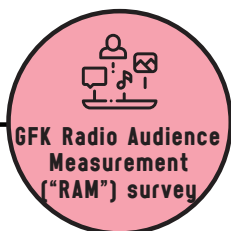
For example, MPTN subscribed to Nielsen Media Impact, a total solutions tool that is accessible across Media Prima platforms whilst NSTP subscribed to the Psychographic study that is also accessible by everyone. Ripple and CJ Wow can now access Nielsen's data findings despite not being the registered subscriber. This approach minimises the costs and time involved while improving the researcher's skills and knowledge.

RIPPLE

Radio listeners are as diverse as their listening preferences. Listeners tune in at different times of the day, for different reasons. Our radio programming determines the best way to cater to the broader audience while still pleasing core listeners.

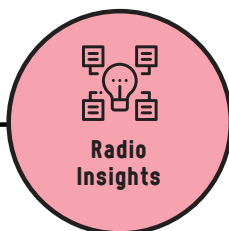
Listening peaks at certain times regardless of the station's market. These highs and lows are mostly shaped by consumer habits and lifestyles – the relationships between employment, being away from home and radio listening are very important. Other factors include the daily commute, at-work listening, lunch break tune-in and weekend errands.

Ripple uses several methods to gauge listeners' preference and satisfaction. The results guide the content team of each radio station to produce music.



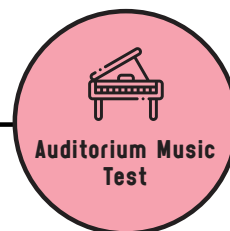
GFK Radio Audience Measurement ("RAM") survey

- Conducted over six weeks, this biannual survey targets 6,000 unique individuals aged 10 years and above. GFK utilises 4,800 paper diaries and 1,200 e-diaries which are good representatives of radio listeners across the country.



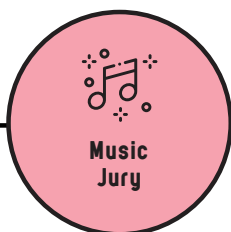
Radio Insights

- GFK Radio Insights is an annual survey that assesses the behaviour of 1,000 Peninsular Malaysia listeners aged between 15 and 49 years.



Auditorium Music Test

- AMT is conducted annually with 180 listeners aged between 15 and 44 years.



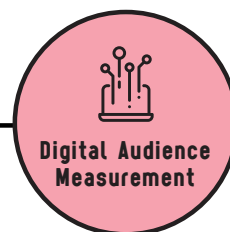
Music Jury

- Music Jury is a regular process used to determine song playlists on radio stations. Listeners are asked to vote for their choice of songs through the station's website.



Online Surveys

- Online surveys are conducted as needed to ascertain listeners' preferences for content and talent.



Digital Audience Measurement

- Digital Audience Measurement includes:
- Google Analytics to track website and mobile traffic.
 - ComScore which is a market standard for measuring cross-platform audiences.
 - RADIOactive to analyse digital audio and online streaming.

VALUABLE MEMBER OF THE SOCIETY

NSTP

The insights and views of print readers, online consumers and viewers help us understand the quality of our product deliveries. Customers' satisfaction with NSTP products and services is measured in several ways.

Occasional in-house studies are conducted and external parties are engaged to gauge readers' experiences and track customers' satisfaction. NSTP continues to subscribe to Nielsen Company's Consumer and Media View database to track the performance of its printed and digital products.

The Audit Bureau of Circulation Reports is an important measurement tool that helps NSTP gauge product accomplishments. NSTP uses multiple systems to obtain the viewership of NSTP digital products such as Google Analytics, ComScore MyMetrix, App Annie and Socialbakers.

INTERNAL RESEARCH

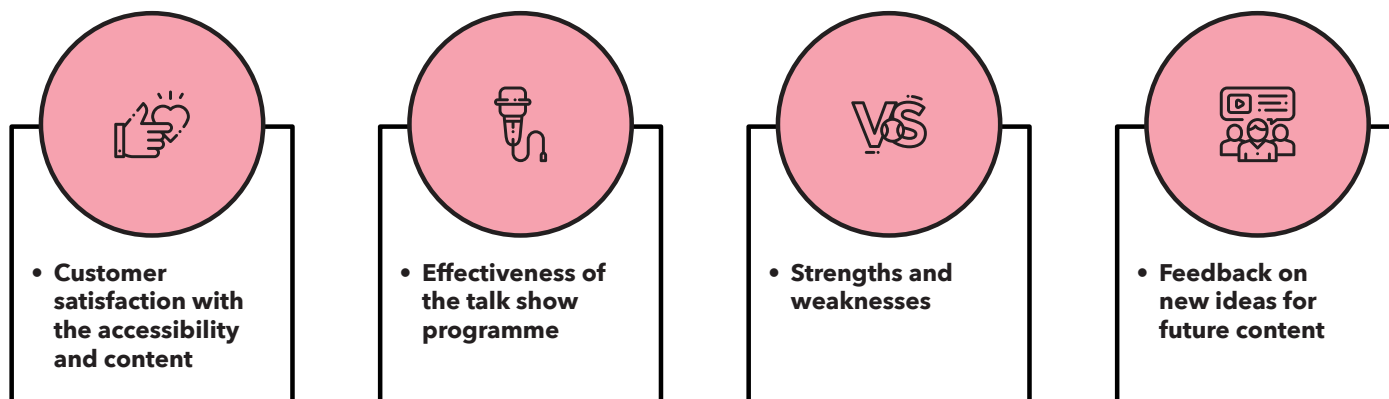
NSTP recognises the importance of measuring customer satisfaction and perceptions of product and service quality. Generally, our research unit works closely with internal clients and external research agencies to check that studies meet their set objectives. This approach ensures the research findings are beneficial, particularly for planning and strategizing product improvements and developments.

Several other research techniques are employed including focus group discussions, face-to-face interviews and online surveys. Our research sampling represents the population as a whole to ensure valid and reliable research findings.

In 2018, we carried out a study on *NSTP Bicara BH* talk show through:

- A questionnaire for attendees of the show and
- An online survey link for live streaming viewers.

Indicators Measured by NSTP Bicara BH Survey




A total of five online surveys were carried out for *NSTP Bicara BH* talk show.

NIELSEN CONSUMER & MEDIA VIEW (CMV)





NSTP monitors readership performance by subscribing to Nielsen Consumer & Media View ("CMV") database. The CMV database is populated with primary data from face-to-face interviews with 10,000 people aged 15 and above in Peninsular Malaysia. This data helps NSTP:

- Understand consumers' media habits, behaviour and lifestyles
- Track the readership performance of its print and digital newspapers and websites
- Monitor changes in reader's demographic profile over time
- Improve its products and develop a brand plan
- Devise strategies and campaigns that improve reader's awareness, consumption and acceptance of its products and services

Nielsen Readership Performance

 READERSHIP (000) (Adult 15+)	DAILIES	NEW STRAITS TIMES	BH Berita Harian	Metro
	SUNDAYS	NEW SUNDAY TIMES	BH AHAD	Metro Ahad
		120	924	2,062
		82	793	2,277

Online Readership Performance

	NEW STRAITS TIMES	BH Berita Harian	Metro
SOCIAL MEDIA			
 (Likes)			
 (Followers)			
	356,432	7,134,609	6,268,128
 (Subscribers)			
 (Followers)			
NEWS PORTAL			
Monthly average unique visitors	1.7 million	4.0 million	3.8 million
MOBILE NEWS APP			
Apps downloaded	95,423	221,947	79,911
E-paper			
Apps downloaded & Subscribers	30,533	60,285	47,176

VALUABLE MEMBER OF THE SOCIETY

NSTP will continue using studies and research to gauge customer satisfaction, consumer habits and preferences related to its product and service offerings. The company will continue to measure consumer satisfaction with its digital products and improve product content.

ENHANCING STAKEHOLDER EXPERIENCE

RIPPLE

Superdeals

In June 2018, Ripple launched a new e-commerce brand, SuperDeals. SuperDeals is Malaysia's latest voucher-based e-commerce platform with deals in five categories: Food and Beverages, Beauty and Spa, Services, Activities and Travel. SuperDeals targets mass Malaysians aged between 15 and 44 years. Consumers are able to shop online on computers and mobile devices and pay securely.

SuperDeals promoters were stationed at 18 LRT and Monorail stations. Users scanning barcodes on Lightbox ads with Boost App were redirected to the SuperDeals website.

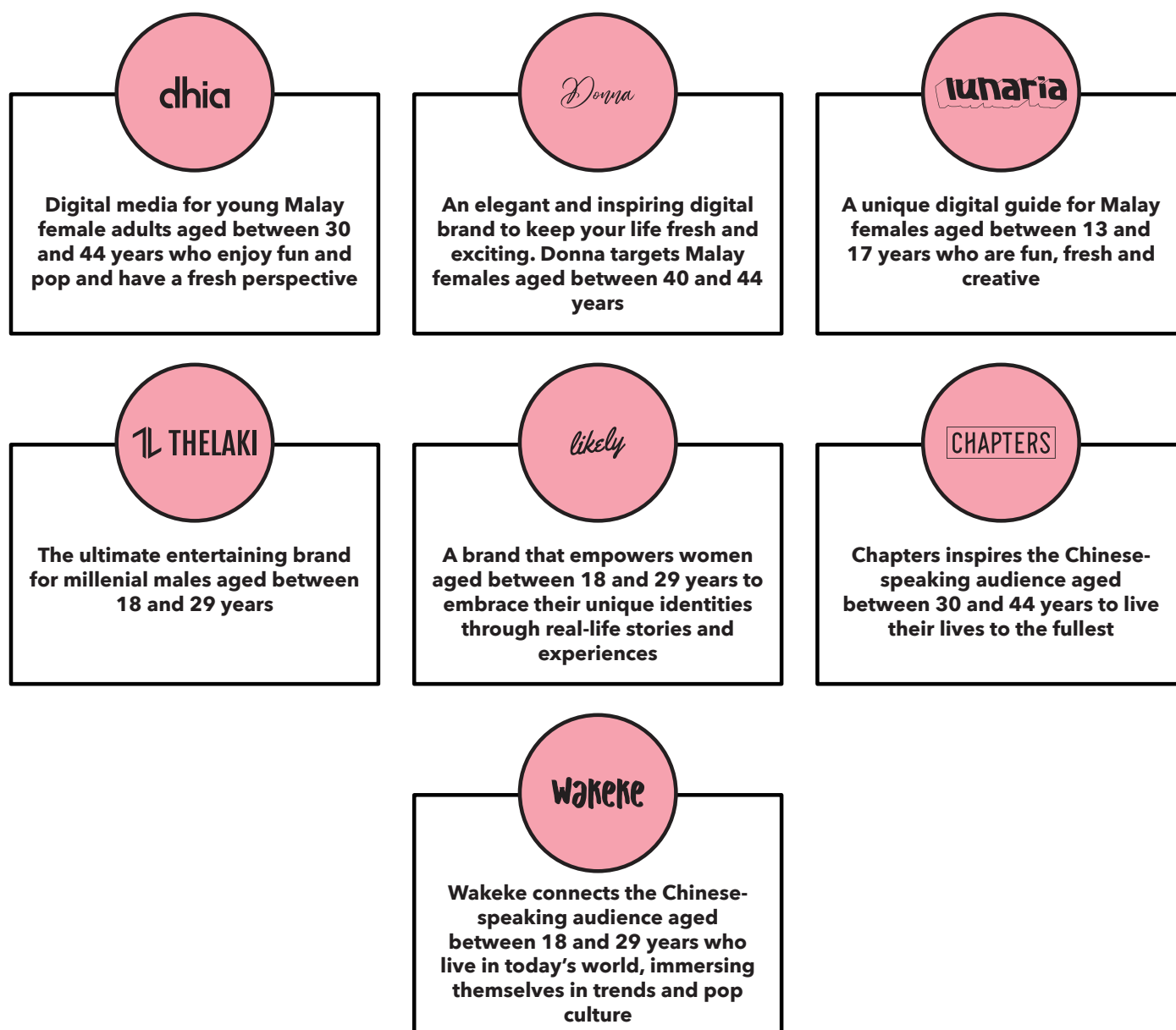
Digital Playlist

Digital Playlist is Ripple's audio content and music streaming platform. It is hosted on the brand's website and mobile app where listeners can access our digital audio content and music library through a curated playlist. Through our Digital Playlist, listeners can discover new music, enjoy curated songs based on their mood of the day and enjoy familiar songs.

Becoming More Audience-Focused

In October 2018, Ripple announced the transformation of its radio broadcast segment to an audience-focused company, Ripple. Ripple synergises digital media, broadcast and commerce audiences to unlock more opportunities to engage with audiences creatively. Data is leveraged on to personalise engagement and be a part of users' daily digital lives.

Ripple connects with its audience through music, entertainment and lifestyle through a mass approach and customised personalised connection. Ripple launched seven digital assets to bridge the audience gaps in broadcasting and address the current changing trends. Each asset is unique with a specific target audience.



BIG TREE

Optimising Usage of Space

Previously, telco companies placed their antennae on stand-alone structures. Big Tree's recent innovation encourages them to be placed according to the advertising structure. This is usually at the left or right-hand side of the advertisement to maximise space. Telco companies are only charged for rental and need not erect a tower or dedicated structure for their antennae.

VALUABLE MEMBER OF THE SOCIETY

REACHING OUT TO OUR STAKEHOLDERS

MPTN

Drama Sangat Tour

The Drama Sangat Tour expressed gratitude to fans across several regions in Peninsular Malaysia. Fans were able to meet and greet their favourite stars including Saharul Ridzwan, Izzue Islam, Zahirah Macwilson, Daler Yusof, Fasha Sandha, Siti Saleha, Kamal Adli, Syazuwan Hassan and Hafidz Roshdi.

Drama Sangat Tour Details		
Region	Date	Reach
Central Region (in conjunction with Kem Jom Heboh)	28 – 29 July 2018	More than 17,000 fans
Southern Region	19 – 21 October 2018	More than 20,000 fans
Northern Region	16 – 18 November 2018	More than 29,000 fans

Chinese New Year Campaign

8TV and ntv7 collaborated with tonton, CJ WOW Shop, Viralcham and Rojaklah to usher in the New Lunar Year. A wide range of programmes, activities and goodies were introduced through its Chinese New Year Campaign, GoGo Wonderful. More than 10,000 fans took part in the meet-and-greet session.

The campaign reinforced the importance of relationships with family and friends, which is the main idea of Chinese New Year. An innovative multi-channel engagement strategy was also adopted which brought the community together throughout the festive season.

Media Prima also partnered with several leading brands such as Air Asia, AK Koh, Cornell, Jasmine Rice, L’Oreal, Maggi Imperial Oyster Sauce, Miaow Miaow, Nivea, Quill City Mall KL, Sunlico, Tokyo Disneyland Resort and Unilever Homecare for this campaign.

An album ‘GoGo Wonderful’ was released in conjunction with the Lunar New Year. Featuring six songs and one music video, the album emphasises the importance of family unity.

The interactive ‘GoGo Wonderful’ microsite was developed as a centralised platform to engage with younger audiences. Hosting programmes, roadshow schedules and games, this microsite served as an avenue for the public to submit their contest entries.

RIPPLE

Jajahan Kool

Jajahan Kool is a tour to Pulau Pinang and Terengganu with all Kool FM announcers with the hottest local artiste performing. The tour reaches out to loyal fans and listeners.

Hot FM Jom Pesta Coca Cola

Hot FM partnered with Coca Cola to reach out to college and university students aged between 18 and 25 years in this afternoon slump. Activities included a mini campus carnival, arcade, photo booth and mini showcase. The event's special feature, the Fizz-O-Tron vending machine, was placed at the campus to announce all the fun activities.

Hot Kool Raya Rumah Terbuka Bersama IJM Land

In conjunction with Raya 2018, Hot FM and Kool FM together with IJM Land organised an open house at two locations namely Pejabat Jualan IJM Land Seremban and Puncak Alam. During this event, our announcers from Hot FM and Kool FM had fun interactive sessions with all guests.

One FM Happy Hour Splash & Thrill into the Summer

Happy Hour William and Adrian recruited listeners through the corporate website to join their team in completing challenges at Sunway Lagoon on 12 August 2018. Each announcer led a team of 10 listeners and winners received free admission to Sunway Lagoon. A total of 330 tickets were donated to the orphanages as part of this event's CSR initiative.

A Project Music

Hot FM has championed a talent discovering project under its Music Fund Project as part of its continuous efforts to grow new and commercial talents for the Malaysian music industry. Hot FM was involved in all aspects of nurturing new talent including auditions, the sourcing of songs, preparing talents through vocal classes and producing music videos for publication on YouTube and other digital platforms. A well-known producer, Mark Adam, was also invited to be part of this project.

MEDIA PRIMA DIGITAL

MPD Balik Kampung

Balik kampung journeys can be tiring especially during *Hari Raya* when most roads are busy. Our team distributed dates and cookies at petrol stations to cheer up weary travellers.

MyDigitalmakers

MPD exposed students to esports and their potential to create career opportunities. Students were introduced to industry key players at our MyGameOn ("MGO") Streaming Lounge who gave them the opportunity to try local games.

Fitness Dance with MPD

The MPD team toured seven locations across the country to organise a fitness dance that promotes a healthy lifestyle.

Food Truck @ Gegaria

What better way to unite Malaysians than through food. The public tasted a plethora of delicious local dishes during our expedition to seven locations in Malaysia.

Raya & Ramadan - Derma@Raudhah App

Malaysians were encouraged to write kind messages during Ramadan and RM1 was donated for each meaningful wish.

VALUABLE MEMBER OF THE SOCIETY

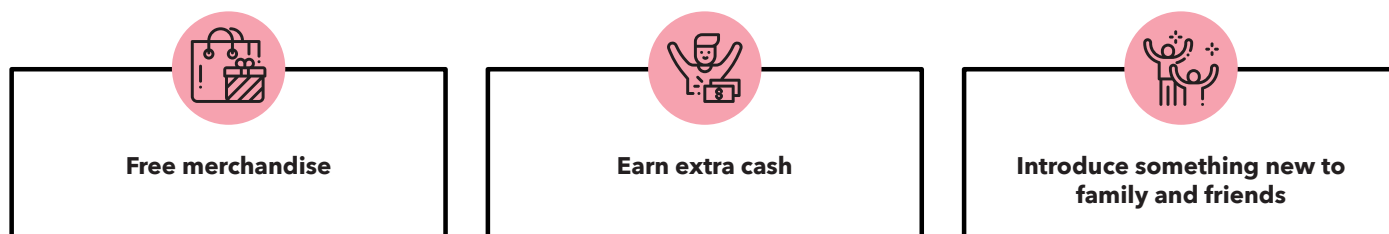
NEXT GENERATION INTEGRATED DIGITAL SOLUTIONS

8COIN

Media Prima Labs ("MPLabs") and REV Asia Berhad launched a revamped reward website and '8coin' mobile app on 5 April 2018.

8coin is a private rewards club for users sharing interesting content on social media. It also allows marketers to engage 8coin users as social advocates to promote their brands on social media.

Advantages of 8coin



8coin has a community of over 770,000 social media users across Malaysia. A 'Specials' section highlights sponsored content comprising the latest movies, games, events, products and contests. 8coin users sharing these Specials are rewarded for every unique click. Users can exchange their 8coins for cash or attractive merchandise. Since 2010, the community has received over RM8 million in value.

This integrated rewards platform allows all Media Prima platforms access to the 8coin community. Hopefully, this initiative will increase engagement with 8coin users and bridge the gap between traditional and digital media. 8coin aims to provide users with an enhanced social sharing experience as well as a limitless cash and rewards programme. We also hope to gamify traditional media in Malaysia through this app.

Mak Cun is Back as a Mobile Game

The phenomenon and familiar brand, Mak Cun, recently launched its fourth season. This popular TV series entered the digital gaming world through Mak Cun's Adventure!

The mobile app was developed by Media Prima Labs as the mobile app arm of Media Prima Digital. Consisting of 30 levels, Mak Cun's Adventure is available in Malay and English.

Mak Cun's Adventure, or the local version of 'Diner Dash', features Mak Cun's main character. Users help Mak Cun prepare orders for the customers at her shop. This interactive game tests speed, agility and strategy. The original theme song is also the soundtrack for the mobile game.

Local elements are a special feature of the game from the village which sets the mood to Malaysian's favourite menu. Mak Cun's Adventure elevates Malaysia's cultural significance globally in line with Mak Cun's drama tagline – From Rural to Global.

Mashable Southeast Asia

On 28 September 2018, Media Prima Digital officially launched Mashable Southeast Asia through its wholly-owned subsidiary Rev Asia Holdings Sdn Bhd ("Rev Asia"). Accessed through sea.mashable.com, Mashable Southeast Asia caters to regional audiences including Indonesia, Malaysia, Philippines and Singapore.

The company entered into an agreement with US-based digital media company, Ziff Davis LLC, to operate this website. Operating under Ziff Davis since 2017, this global multi-platform media and entertainment brand reached 70 million unique global content visitors per month including 28 million social media followers. Founded in 2005 as a technology blog, it has become the go-to source for technology, digital culture and entertainment content. Mashable Southeast Asia received almost 2 million pageviews in just less than two months.

Under the agreement with Rev Asia, Mashable Southeast Asia will:

- Curate and localise the best of Mashable's delightfully offbeat global content; and
- Add original content specifically produced for the region.

Advertisers such as Digi Telecommunications, Heineken and Mercedes are among the launch partners committed to the new Mashable site in Malaysia.

Having this internationally renowned brand join the Rev Asia family is exciting, which will hopefully be synergistic in expanding our digital portfolios effectively.

Mashable and REV Asia: A Symbiotic Relationship

Mashable
Southeast Asia

Mashable is a highly recognised and trusted source with a huge digital following around the world.

REVASIA

Rev Asia is one of Southeast Asia's largest digital publishing companies and a pioneer in providing sponsored content solutions to advertisers.

This partnership will accelerate our digital revenue growth across other key markets in Southeast Asia. This is one of our key future strategies to expand internationally and across the region.

Nightstream App

Media Prima Labs and Streamline Games collaborated to officially launch Nightstream on 10 October 2018. This game features multiple playable characters, each with their own personalities, motivations and musical themes.

Nightstream is a new take on the endless runner genre. With an original comic book style sci-fi story, Nightstream consists of a team of runners. These resistance forces fight against the evil forces of the Metronite Corporation who want to seize control of the Nightstream, a mysterious data stream, for themselves.

Downloaded 6,000 Times to Date



Nightstream was released in the Apple App Store and Google Play Store on the 15 September 2018. With Streamline Games focusing on game development, we can utilise our strength as the largest integrated media company in Malaysia to promote Nightstream to the mass market and replicate the success of other titles such as Ejen Ali and Mak Cun's Adventure.

VALUABLE MEMBER OF THE SOCIETY

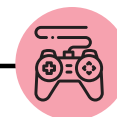
Nightstream Highlights



Original sci-fi story with a gorgeous comic book presentation



Electronic soundtrack complements the fast-paced gameplay and challenge



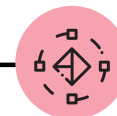
Dual-hand control scheme allows quick tricks and responsive movements



Endless mode challenge to test your endurance



Online leaderboards and a plaque system encourage you to beat your own and friends' highest scores



Multiple playable characters, with unique personalities and motivations including Malaysia's own runner, Zara



Additional characters, costumes and boards can be unlocked and earned

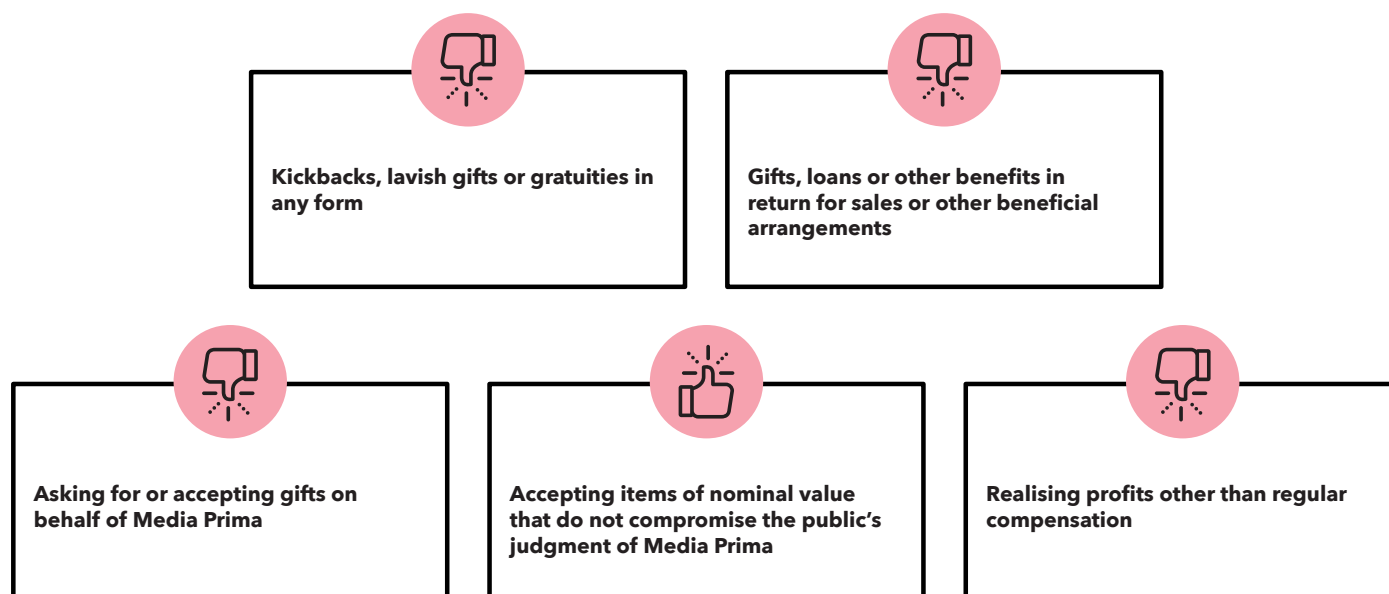
MEDIA PRIMA UPHOLDS ETHICAL BUSINESS CONDUCT

Protecting Copyright

Only software that is developed by Media Prima, or has been licensed or provided by the developer may be used. All permanent or contractual employees are frequently reminded to refrain from:

- Duplicating copyrighted material without the owner's consent;
- Copying software from one machine to another without the owner's documented authority;
- Copying company proprietary software for use in computers that do not belong to the Company, or for any unauthorised purposes;
- Installing unauthorised software on desktop computers.

Bribery and Corruption



Discounts and rebates offered to customers must reflect true commercial transactions and not serve any illegal or improper purposes such as kickbacks and bribery. Fees and commissions must be legal, proper and reasonable in relation to customary commercial practices.

Vendors offering gifts, beyond normal courtesy, must be reported to the Corporate Governance & Risk Management Department. Gifts are only appropriate when:

- The monetary value is modest;
- The customer, supervisor or supplier's supervisor is informed.

Despite this, the practice of giving gifts varies between societies and cultures. In some rare situations, it would be impractical to refuse or return a gift. In such cases, employees are advised to practise good business sense and discretion.

No Festive Gift Policy

Media Prima recognises that the exchange of gifts during festivities may be customary or common practice. It creates goodwill or shows appreciation of business relationships.

We have introduced a 'No Festive Gift Policy' to help employees conduct business in an environment that is free from conflicts of interest. Employees and directors must neither directly nor indirectly extend festive gifts nor receive festive gifts from external parties who have ongoing or potential business dealings with Media Prima and/or its subsidiaries. Hampers containing food, beverages, cosmetic items, cash, stationery, vouchers, or tickets for concerts, movies or sports events should never be accepted. The 'No Festive Gift Policy' avoids the perception that the gifts may attempt to gain special treatment in dealings between Media Prima and external parties.

VALUABLE MEMBER OF THE SOCIETY

Preventing Conflicts of Interest

Media Prima forbids conflicts of interest on the part of its employees. Employees should never knowingly be involved in a position that has conflicting interests and upon discovery, it should be reported immediately.

A declaration must be made to the management in a situation that causes a conflict of interest. Full-time employees must neither work for nor receive payment for services from our competitors, customers, distributors or suppliers without management approval.

Anti-Competition

Information on Media Prima's competitors is always obtained from legal sources. Employees must never use any illegal or unethical methods to gain competitive advantage. Employees should always sell Media Prima products and services fairly and honestly, stressing their quality and value. They should never use tactics that unfairly undermine the competitors' products in any advertisements or demonstrations using disparaging comments or innuendoes.

Media Prima adheres to the Competition Act 2010, which is governed by the Malaysia Competition Commission ("MyCC"). The Company's panel of solicitors conducted a dedicated training session in early 2015 to introduce the Act and its implications for Media Prima's business.

It is imperative that company solicitors and other members of the Group understand this Act clearly. Media Prima will develop an internal compliance programme to outline standards and policies in-line with this Act.

CUSTOMER PRIVACY

We understand the importance of personal information to our customers, employees and other stakeholders. We are committed to protecting the personal data we hold. We take great care to ensure this information is kept safe and secure by maintaining physical, electronic and procedural safeguards.

Our data protection and security policies are updated regularly to ensure they meet corporate best practice and reflect the changing needs of a modern media company.

Privacy and cookie policies are regularly updated to ensure that our customers know exactly how we use their data.

DID YOU KNOW?



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

COMPLIANCE

Media Prima has a comprehensive quality control system that is regularly evaluated and improved. There have been no incidences of noncompliance with any laws and regulations concerning the provision and use of our products during this period. Media Prima did not have any major incidents of noncompliance with regulations or its own voluntary codes concerning the impacts on its operations.

ASSURANCE STATEMENT



SIRIM QAS INTERNATIONAL SDN. BHD. (410334-X)

SIRIM Complex,
1, Persiaran Dato' Menteri, Section 2,
40700 Shah Alam, Selangor Darul Ehsan, Malaysia.
Tel : 603-5544 6400 Fax : 603-5544 6810
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INDEPENDENT ASSURANCE STATEMENT

Scope and Objective

SIRIM QAS International Sdn. Bhd., a third party Conformity Assessment Body in Malaysia, with extensive expertise and experience in the provision of sustainability-related assurance services, was engaged by Media Prima Berhad (hereafter referred to as Media Prima) to perform an independent verification and provide assurance of the Media Prima Berhad Sustainability Report 2018. The main objective of the verification process is to provide assurance to Media Prima and its stakeholders of the accuracy and reliability of the information presented in this report. This was confirmed through checking and verifying claims made in the report. The verification audit by SIRIM QAS International covered all sustainability-related activities which had been included in the Media Prima Sustainability Report 2018.

The management of Media Prima was responsible for the preparation of the Sustainability Report. The objectivity and impartiality of this verification statement is assured as no member of the verification team and no other employee of SIRIM QAS International was involved in the preparation of any part of the Media Prima Berhad Sustainability Report 2018.

Verification team

The verification team from SIRIM QAS International consisted of:

- 1) Ms. Aernida Abdul Kadir : Team Leader
- 2) Mr. Shaiful Azmir A. Rahman : Team Member



ISO/IEC 17021-1:2015 CB 02721999 CB 01
ISO/IEC 17021-1:2015 CB 17120002 CB 02
ISO/IEC 17065:2012 PC 05102094 CB 01
ISO/IEC 17021-1:2015 CB 05102095 CB 01
ISO/IEC 17021-1:2015 HACCP 05032008 CB 03
ISO/IEC 22005:2012 FPMG 21122008 CB 01
MS ISO/IEC 17023-2011 FMC 10120209 CB 02
MS ISO/IEC 17020:2011 CB 17020211 CB 01
ISO/IEC 17021-1:2015 CB 03012014 CB 01
ISO/IEC 17021-1:2015 CB 03012015 CB 01
ISO/IEC 17021-1:2015 CB 03012016 CB 01
ISO/IEC 17021-1:2015 CB 03012017 CB 01
ISO/IEC 17024:2012 PS 08032017 CB 03

MS ISO/IEC 17025
CALIBRATION TESTING
SAMM NO 085 SAMM NO 086
SAMM NO 087 SAMM NO 219
SAMM NO 735 SAMM NO 240
SAMM NO 734 SAMM NO 377

MS ISO/IEC 17020
MIBAS NO 003

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A wholly-owned subsidiary of SIRIM Berhad

ASSURANCE STATEMENT

Methodology

The verification process was carried out by SIRIM QAS International in January and February 2019. It involved the following activities:

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

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

The verification process was subjected to the following limitations:

- The scope of work did not involve verification of information reported in the Media Prima Annual Report 2018;
- The verification was designed to provide limited assurance of whether the Sustainability Report is presented fairly, in all material aspects, and in accordance with the reporting criteria. It was not intended to provide assurance of the organization's ability to achieve its objectives, targets or expectations on sustainability-related issues;
- Only the corporate office in Jalan Bangsar, the office in Sri Pentas and the office at the NSTP printing plant in Shah Alam were visited as part of this assurance engagement. The verification process did not include physical inspections of any of Media Prima's operating assets; and
- The verification team did not review any contractor or third party data.

Observations

Since 2015, Media Prima has strengthened its materiality determination process to enable better disclosure of the level of impact of each material issue along with the value chain. Media Prima had commissioned an independent study to gauge its stakeholders' perceptions of materiality issues within Media Prima and the importance of the issues to the organization. An online stakeholder engagement survey was conducted. From this exercise, 34 corporate governance, economic, environmental and social issues were identified and evaluated. The stakeholders were categorized into eight categories, namely the customers, shareholders and investors, interest groups, industry peers, value chain partners, community & the public, employees and regulatory authorities. The materiality of a particular sustainability dimension was determined based on the combination of two criteria - the stakeholders' interest in the issue and its importance to Media Prima. The outcomes of the process were used to develop a materiality matrix, with the level of relevance to Media Prima plotted along the X axis and level of stakeholders concerns on the Y axis. It can be concluded that the process to determine the materiality issues had been satisfactorily carried out.

As for the GHG emission reporting in year 2018, Media Prima has included Scope 1 – Direct Emission and Scope 2 – Indirect Emission only. The verification was carried out in accordance with the requirements of ISO 14064-3:2006. It can be confirmed that the calculation Scope 1 and 2 emissions had been comprehensive and the values accurately determined for the defined period. Based on reviewed information, the following was verified:

Greenhouse gas emissions (tCO ₂ e)	
Scope 1	Scope 2
784	39,098

ASSURANCE STATEMENT

Conclusion

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

- The level of accuracy of data included in the Media Prima Berhad Sustainability Report 2018 is fair and acceptable;
- The Sustainability Report was prepared in accordance with the GRI Standards: Core Option. The overall report content and quality were well established. The level of sustainability performance information in the report was found to be acceptable;
- The information has been presented in an appropriate manner;
- The personnel responsible were able to reliably demonstrate the origin(s) and interpretation of data contained in the report;
- Media Prima has satisfactorily addressed, in the final version of the report, all issues that had been raised during the verification audit;
- The report provides a reasonable and balanced presentation of the sustainability performance of Media Prima.

Prepared by:


AERNIDA ABDUL KADIR
Verification Team Leader
Management System Certification
Department
SIRIM QAS International Sdn. Bhd.
Date : 28 February 2019

Approved by:


HJ BASORI BIN HJ SELAMAT
Acting Senior General Manager
Management System Certification
Department
SIRIM QAS International Sdn. Bhd.
Date : 28 February 2019

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