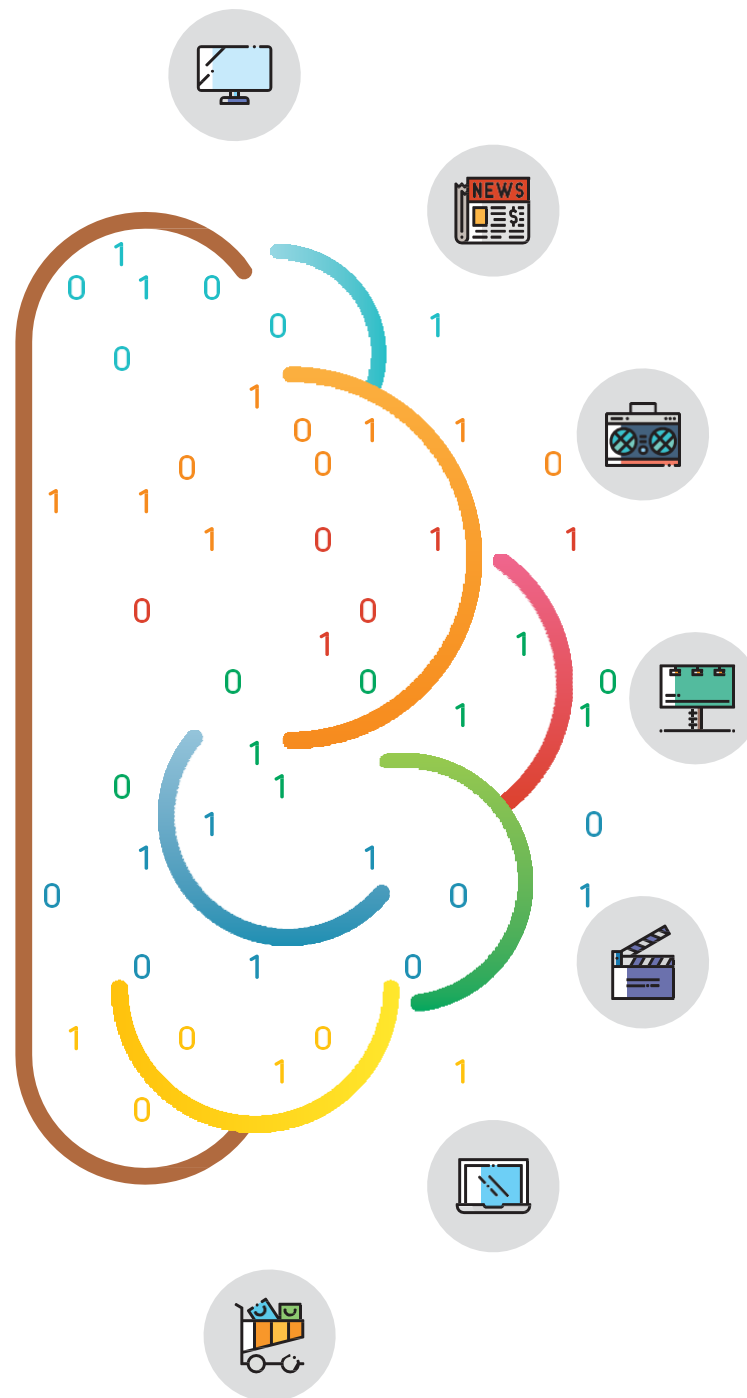


INNOVATING OUR



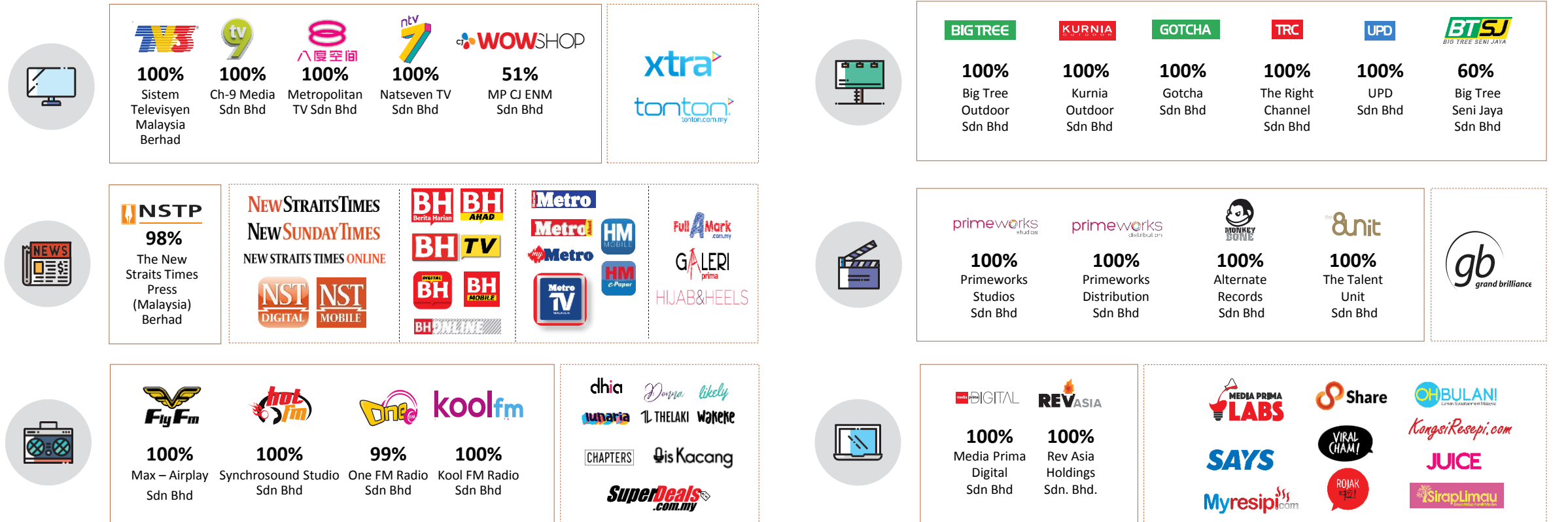
DIGITAL FUTURE



Investor Presentation

Financial & Business Review
for the Financial Period
Ended 31st March 2019

Media Prima Group



All entities are 100% owned, unless otherwise stated.



Fact sheet as at 31 March 2019

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,524.7m	RM739.1m	RM1,490.2m	RM234.9m	RM3.7m

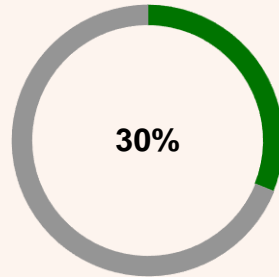
Revenue Diversification In Progress

Commerce & Non-Advertising Revenue

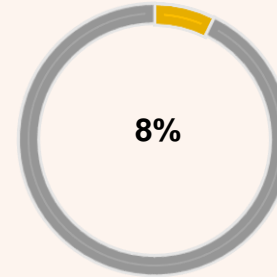
Digital Revenue

International Revenue

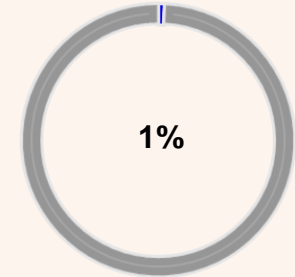
**Actual
Q1 2019**



30%

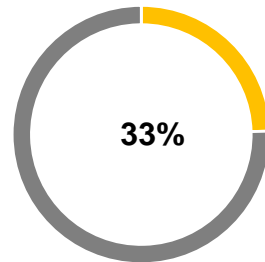


8%

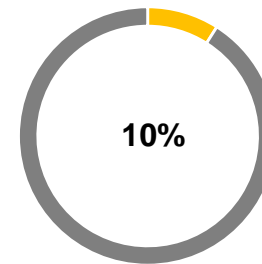


1%

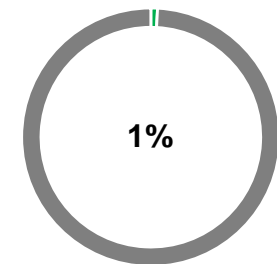
**Target
2019**



33%

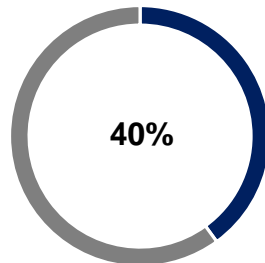


10%

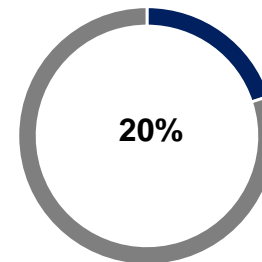


1%

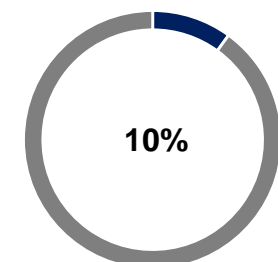
**Target 2020
& Beyond**



40%



20%



10%

Group Financial Performance

Lower Adex on the back of Unfavorable Macro-economic Conditions

New Revenue - Digital and Commerce Revenues Continued to Progress Positively

	Q1 2019 (RM'000)	Q1 2018 (RM'000)	Change (%)
Net Revenue after Royalties	238,646	280,155	(15)
EBITDA/ (LBITDA)	(11,413)	2,217	(>100)
LBT	(40,861)	(22,545)	(81)
LAT	(42,821)	(22,999)	(86)
	<p>71% 29%</p> <p>■ New Revenue ■ Traditional</p>	<p>77% 23%</p> <p>■ New Revenue ■ Traditional</p>	

Financial Review



Q1 2019 Financial Performance

Odyssey Revenue Growth Cushioning Traditional Revenue Decline

	BAU Q1 2019	Odyssey Q1 2019	Group Actual Q1 2019	BAU Q1 2018	Odyssey Q1 2018	Group Actual Q1 2018	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	199,292	75,404	274,696	251,948	68,388	320,336	(14)
Net revenue	168,493	70,609	239,102	216,373	64,293	280,666	(15)
Royalties	(456)	-	(456)	(511)	-	(511)	11
Net revenue after royalties	168,037	70,609	238,646	215,862	64,293	280,155	(15)
Direct costs	(60,411)	(41,365)	(101,776)	(84,433)	(34,419)	(118,852)	14
Contribution	107,626	29,244	136,870	131,429	29,874	161,303	(15)
Other income	4,206	381	4,587	4,689	386	5,075	(10)
Overheads	(114,888)	(37,982)	(152,870)	(128,336)	(35,825)	(164,161)	7
EBITDA / (LBITDA)	(3,056)	(8,357)	(11,413)	7,782	(5,565)	2,217	(>100)
Finance costs	(3,725)	(45)	(3,770)	(5,811)	(52)	(5,863)	36
Depreciation & amortization	(24,018)	(1,682)	(25,700)	(18,141)	(758)	(18,899)	(36)
Loss before associate	(30,799)	(10,084)	(40,883)	(16,170)	(6,375)	(22,545)	(81)
Share of associate's results	-	22	22	-	-	-	N/A
LBT	(30,799)	(10,062)	(40,861)	(16,170)	(6,375)	(22,545)	(81)
Taxation	(1,932)	(28)	(1,960)	85	(539)	(454)	(>100)
LAT	(32,731)	(10,090)	(42,821)	(16,085)	(6,914)	(22,999)	(86)
Minority interest	463	1,949	2,412	382	791	1,173	>100
LATAMI	(32,268)	(8,141)	(40,409)	(15,703)	(6,123)	(21,826)	(85)
EBITDA margin	(2%)	(12%)	(5%)	4%	(9%)	1%	
PATAMI margin	(19%)	(12%)	(17%)	(7%)	(>100%)	(8%)	

Breakdown of Revenue by Segment

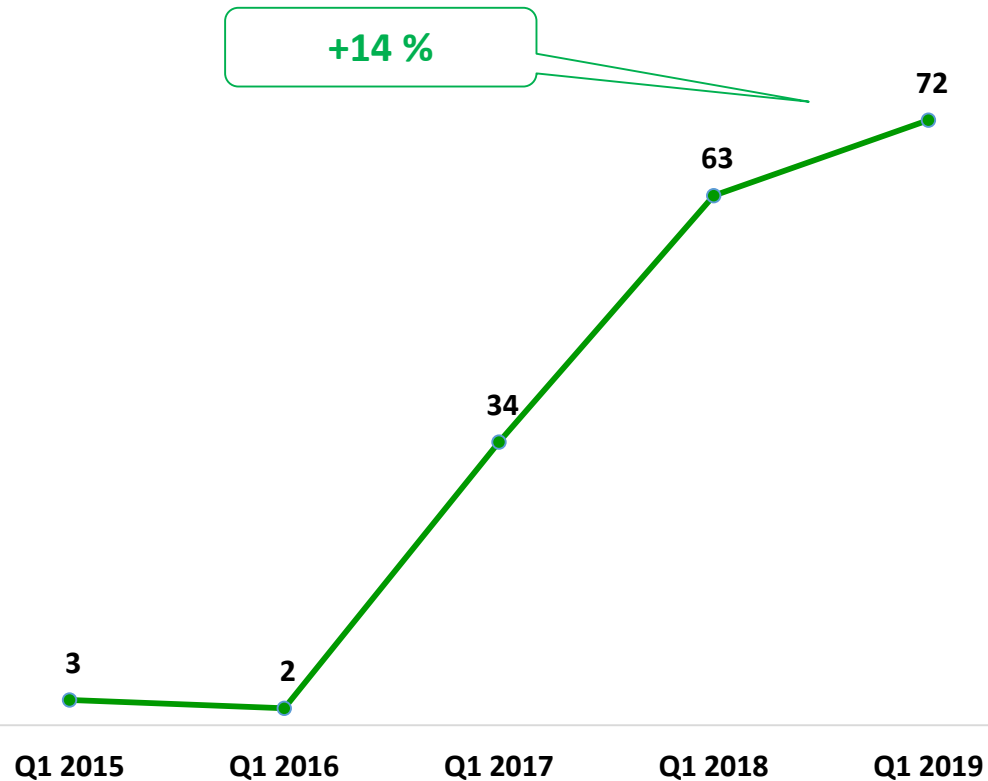
*Digital and Commerce Revenue contributed 29% of Total Revenue.
CJ WoW Shop maintained Steady Growth, posting a 24% increase in Total Sales.*

Net Revenue	Traditional			Digital			Home Shopping			Group		
	FYE Q1 FY19	FYE Q1 FY18	Change	FYE Q1 FY19	FYE Q1 FY18	Change	FYE Q1 FY19	FYE Q1 FY18	Change	FYE Q1 FY19	FYE Q1 FY18	Change
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	149,026	191,658	(22)	16,767	17,711	(5)	-	-	-	165,793	209,369	(21)
Circulation	15,097	21,431	(30)	-	-	-	-	-	-	15,097	21,431	(30)
Commerce	2,212	1,311	69	647	1,355	(52)	54,466	44,046	24	57,325	46,712	23
Content	13	2,419	(99)	-	-	-	-	-	-	13	2,419	(99)
Property and others	874	735	19	-	-	-	-	-	-	874	735	19
Total	167,222	217,554	(23)	17,414	19,066	(9)	54,466	44,046	24	239,102	280,666	(15)

Positive Progress on Group Transformation Plan

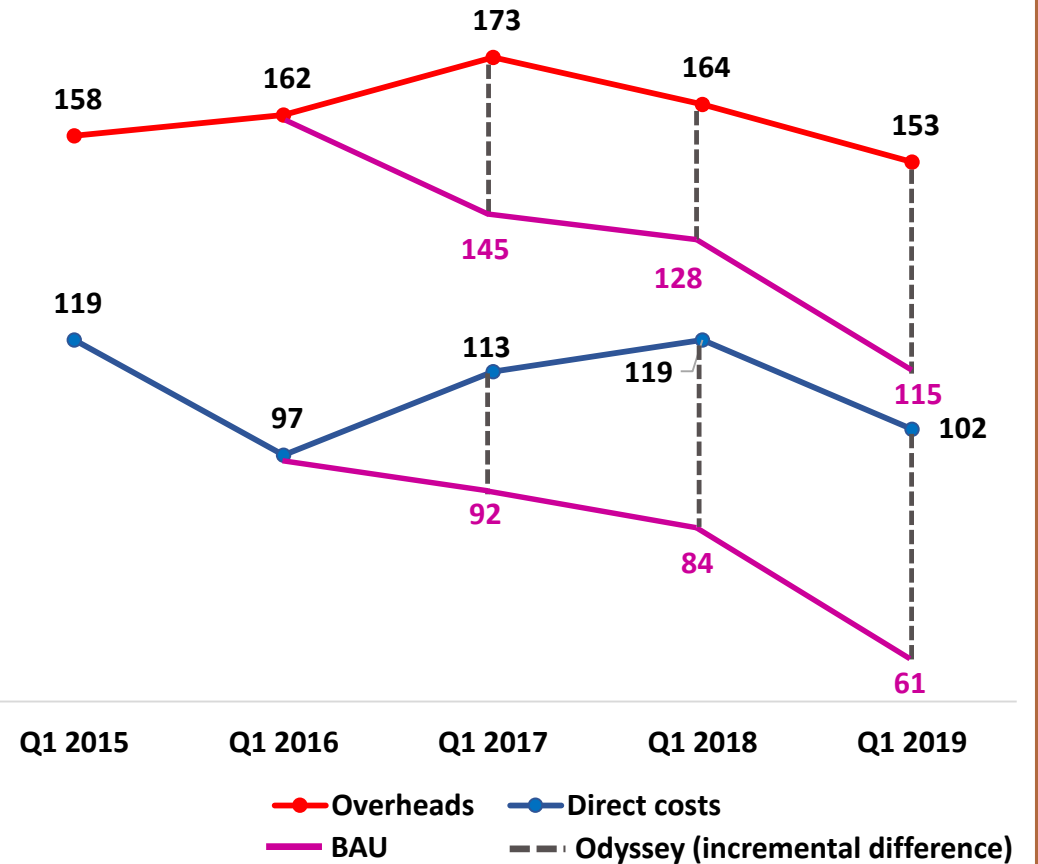
Digital advertising, digital content and consumer revenue has seen an encouraging growth since its introduction

Consumer & Digital (RM mill)



Reinvesting Operating Costs in Transformation Initiatives

Direct Costs and Overheads (RM mill)

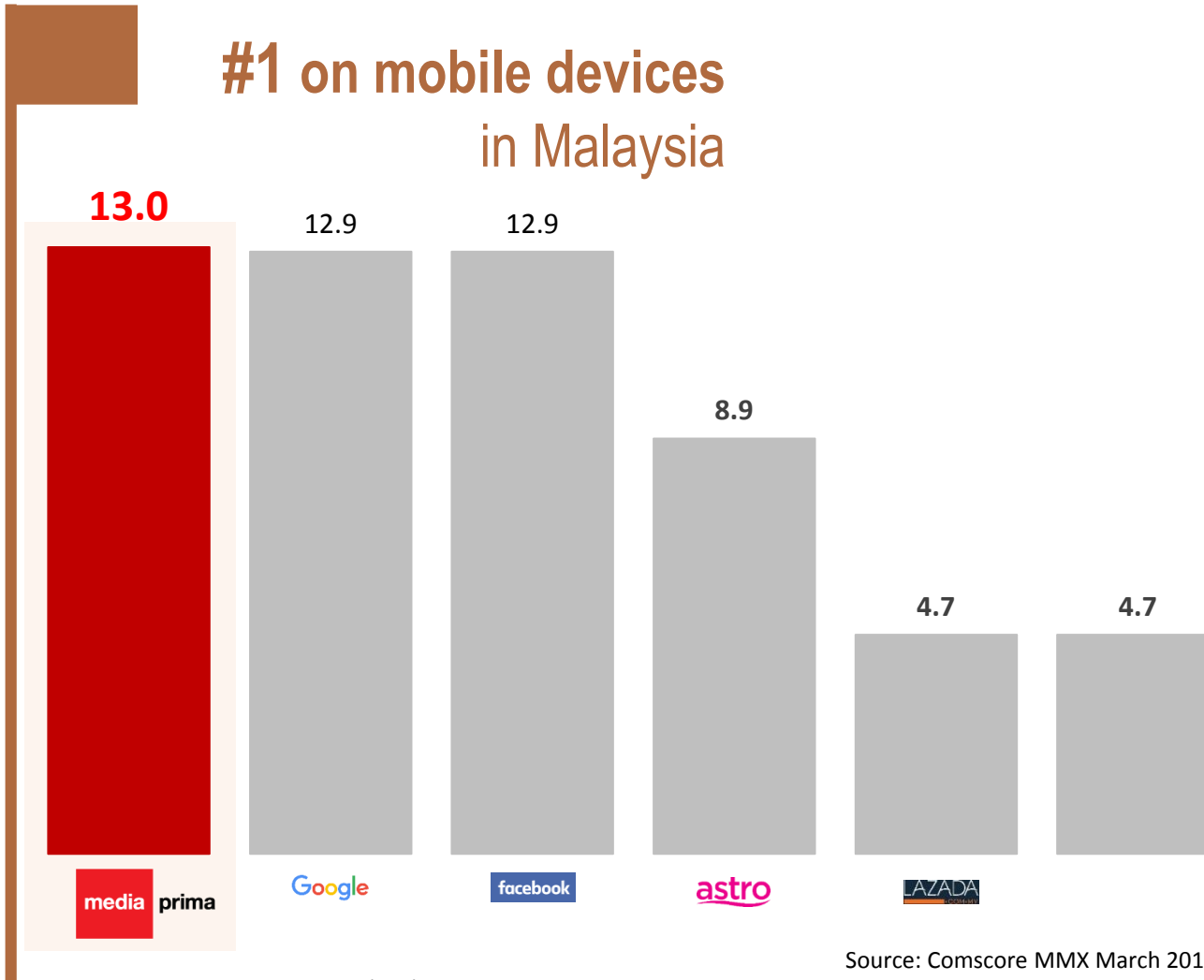


Operational Review



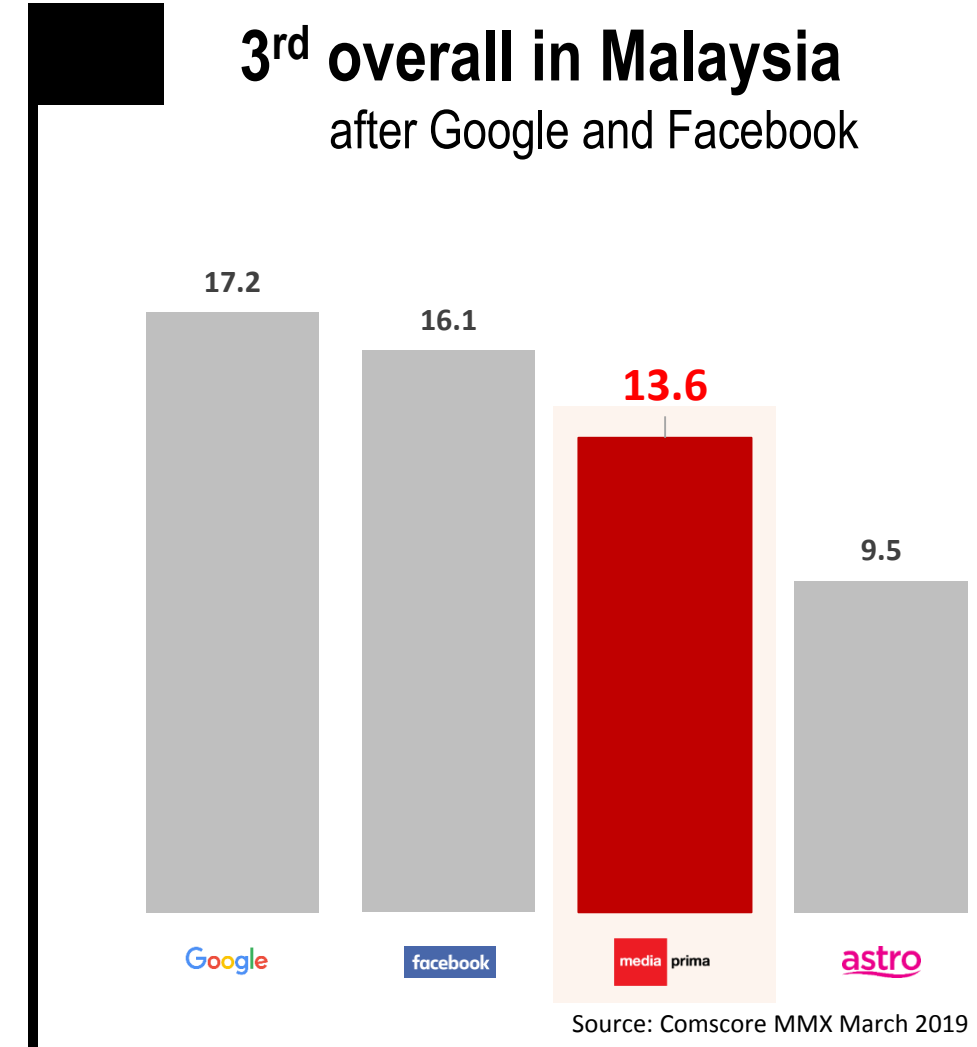
Surpassing Google and Facebook as Malaysia's Most Popular Choice for Mobile Content

**#1 on mobile devices
in Malaysia**



Measurement: Unique Visitors (mill)

**3rd overall in Malaysia
after Google and Facebook**



Media Prima's Digital Presence in Various Formats

Reaching Audience Daily Life Through Multiple Brands and Digital Platforms

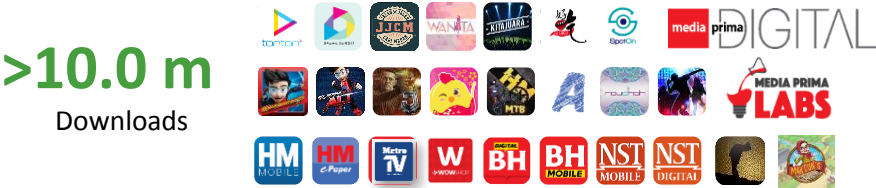
Social Media



Audio



Mobile



Publishing



Digital Brands



*Info as at 31 March 2019.

Media Prima Digital Growth Strategy



- Continuously growing **new digital reach**.
- Scaling digital business** at a rapid pace.
- Solidifying Media Prima's position as the **Largest Local Digital Media Company in Malaysia**.



42.5 m
Monthly
Average
Page Views

12.6 m
Monthly
Average
Unique Visitors


161.4k
subscribers


5.9m
followers

New!

- Strategic Market Acquisition** via Exclusive Advertising Reseller Partners:



VOCKET

NSTP's Reach Beyond Circulation

Publishing Titles Website

NEW
STRAITSTIMES
ESTABLISHED 1845

BH
ONLINE

myMetro

Monthly average
page views

15.3 m

61.8 m

117.4 m

Monthly average
unique visitors

3.6 m

7.4 m

10.2 m

Social Media, Apps & Vertical Content :

Social Media



11.0 m

Total no. of likes



1.0 m

Total no. of followers



2.8 m

Total no. of followers



450.9 k

Total no. of subscribers

E-paper/Mobile App & TV



145.5 k

App. Downloads



417.3 k

App. Downloads



69.1 k

App. Downloads

Educational Vertical



32.6 k

Monthly Average
Pages Views

15.8 k

No. of unique
Paid Subscribers

85.5 k

Total Apps
Download

6.1 k

Monthly Average
Unique Visitors

Lifestyle Vertical

HIJAB&HEELS

3.4 m

Unique Pages Views










1.9 m

Unique Visitors

Source: Google Analytics, App Annie as at 31 March 2019

RIPPLE Beyond Traditional Broadcast



					
 Average Listenership/ Month	591,365	1,840,791	804,794	709,600	-
 Average Unique/Month	133,983	325,563	175,825	146,065	-
 Total Downloads in Q1	6,538	17,713	8,519	5,377	2,910
 Playlist X Average Unique Listen	30,316	298,264	151,046	117,380	-

Source: RadioActive, Singapore

Ventures and Developments in Apps and eSports to Yield Returns

Q1 2019 Top Performing Apps

Total Monthly Average Active Users: 2.0M

Monthly Average Active Users



1.51M



118.9K



97.7K



97.6K



40.3K

Source : AppAnnie , Unity Platform ,Google Analytics



Biggest Inter Campus eSports tournament in Malaysia



900 Teams registered from 50 University Campuses



2,200,000 Video View



17,400 Footfalls in 6 Event Locations



Endorsed by Kementerian Belia & Sukan, Esports Malaysia Association and MDEC

Home Shopping Commitment Towards More Dedicated Hours

WOWSHOP

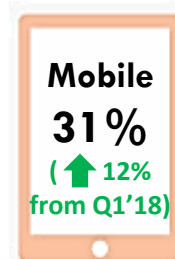
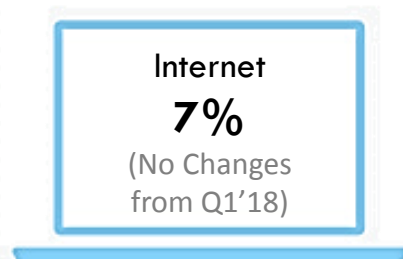
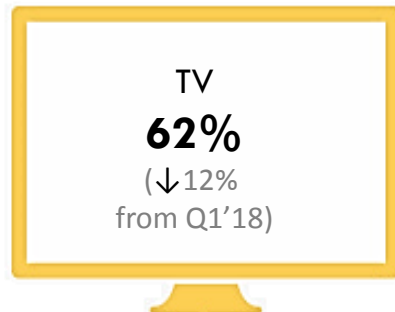
			
<p>(Mon – Sun) 5:30am - 6:30am</p> <p><i>Live show!</i> (Mon – Tues) 1:00pm – 1:30pm</p>	<p>(Mon – Sunday) <i>Live show included</i> 9:00am – 5:30pm 8:30pm – 11:00pm 12:00am – 1:00am</p>	<p>(Mon – Sunday) <i>Live show included</i> 6:00am – 9:00am</p> <p><i>Live show!</i> (Sat – Sun) 1:00pm – 2:00pm</p>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



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

Home Shopping Business - Growth in Mobile Penetration

	Q1'19	Q1'18	Change
Total net sales	RM54mil	RM44mil	23%
Total quantity of items sold	327k	263k	24%
Total registered customers	134k	130k	3%
Total new SKUs	90	64	41%



WOWSHOP

Top 3 best selling items in Q1 2019, based on net sales amount:



MORGAN
2.8L Rosy Rice Cooker Classic



PHILIPS
Garment Steam Generator



PELIZA
Microfiber Towel Set

Bridging Out-of-Home Solutions with Online Capabilities



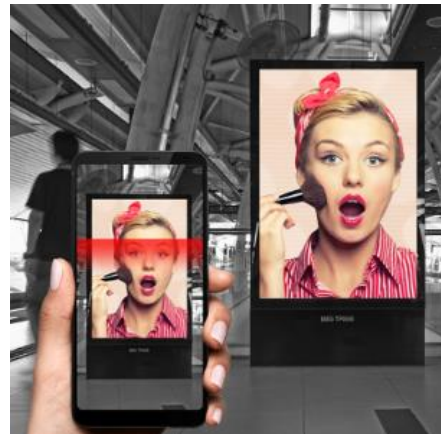
- Launched in Jan 2019
- Prompts consumers via out-of-home advertisements and retargets them further on their mobile.
- Induces an immediate call-to-action, where upon seeing advertisements on static or digital out-of-home, audience would be able to take action on advertisements instantaneously.



Big Capture, through technology, enables the same advertisement on our Out-of-Home media to be pushed to YOUR smart phones when you pass by, allowing you to interact with the ad.



Big Scan entices you to scan Out-of-Home advertisements with YOUR smart phones, leading you to websites and social media pages, allowing you to immediately take action on advertised promotions and contests!



Big Effects, with an innovative technology, is able to grab YOUR attention because the messages that are displayed on the Out-of-Home digital screens are customised and influenced by features such as weather, type of car, and facial features!

WEATHER DETECTION



VEHICLE IDENTIFICATION



SOCIAL ENGAGEMENT



FACIAL RECOGNITION



LIVE STREAMING



Content Production and Distribution in Q1 2019 and Beyond

International Sales & Partnerships



Nur 2 - available on Iflix
1 hour after TV3 telecast.



J Revolusi The Movie
– available on Japan Airlines flight.

Licensing & Merchandising



AJL 33 – Tickets sold out



Ejen Ali MISI: MATA Academy 2.0
at Sunway Velocity Mall during
school holidays.

Connected with 20,000 Ejen Ali
fans and family.

Upcoming Films



Ejen Ali
The Movie

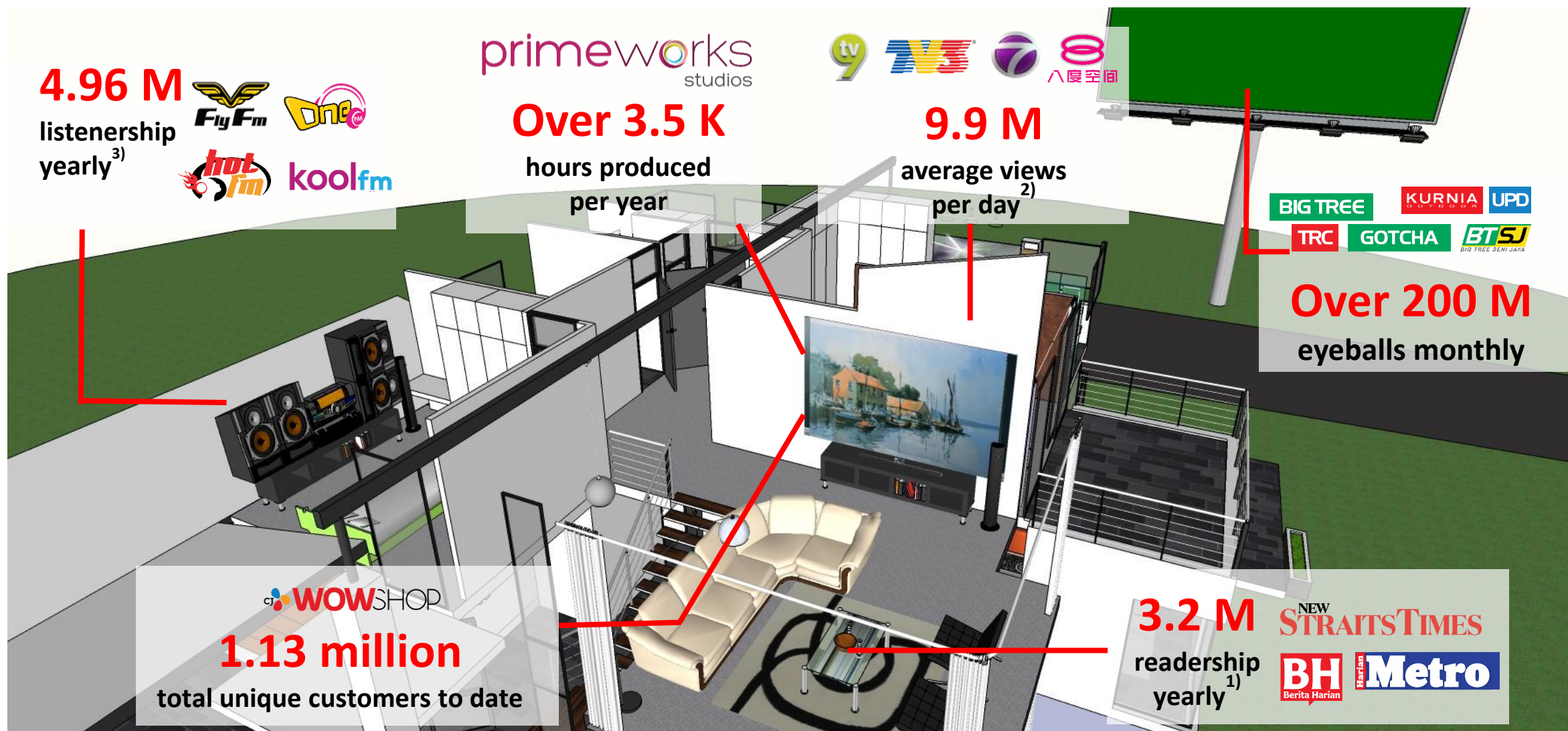


Sangkar



Rock 4

Traditional Brands Still Command an Extensive Reach



1) Source: Nielsen (survey period Jan – Dec 2018)

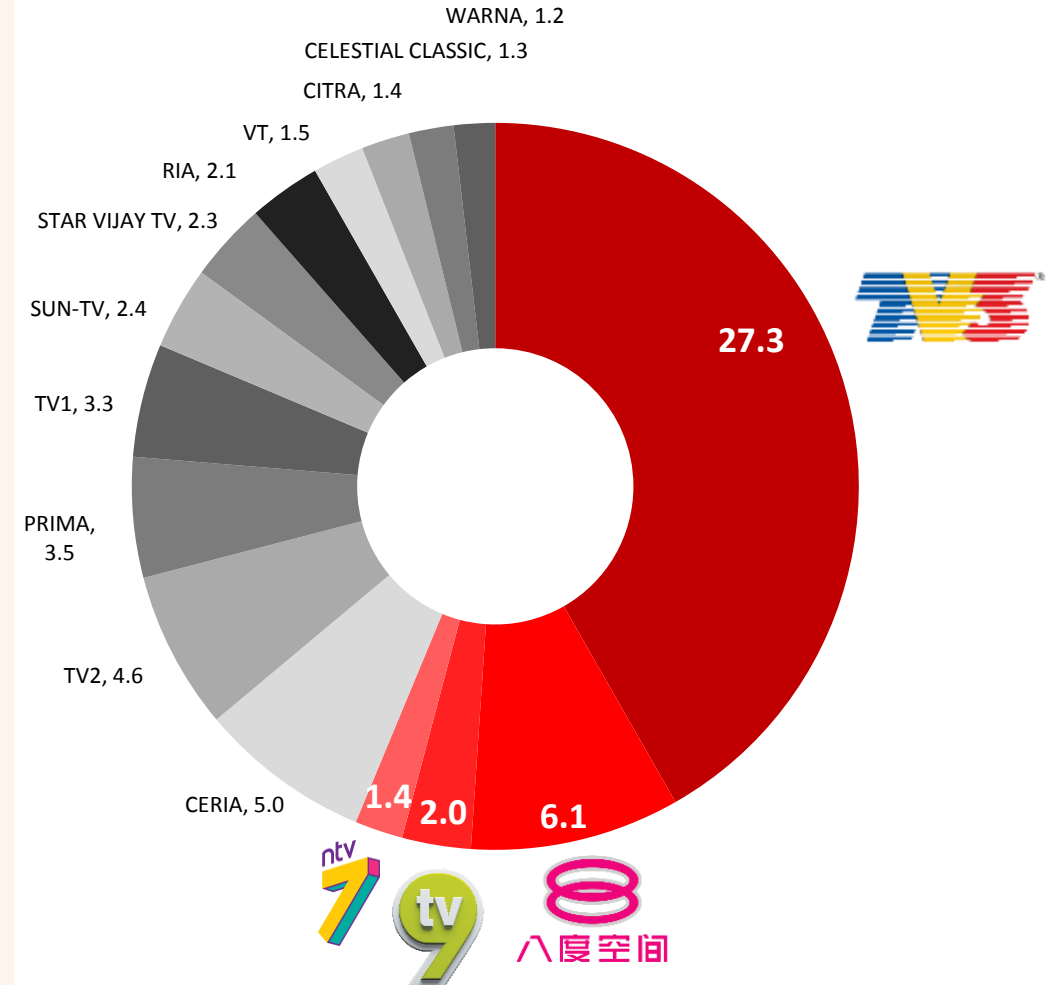
3) Source: Survey 2, 2018: GFK Radio Audience Measurement

2) Source : Nielsen TAM (Jan – Apr 2019)

Info updated as at 30 April 2019.

TVN Continues to Maintain Its Dominant Broadcast Position in Malaysia

Captured
36.8%
Total Audience Share

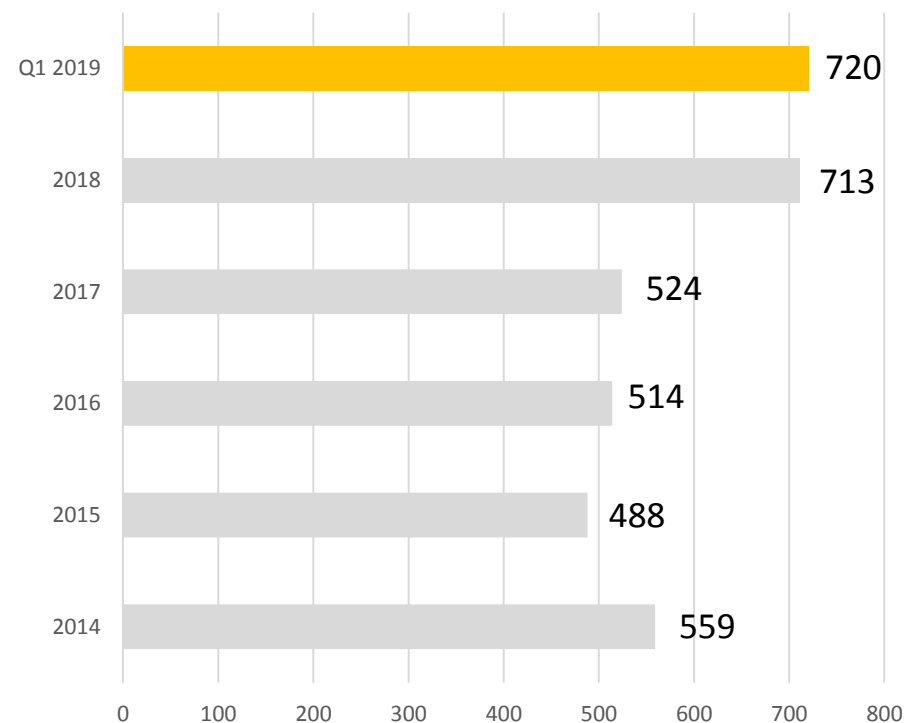


Source: Nielsen Audience Measurement (1 January – 30 April 2019)

Newsprint Cost

	CIRCULATION		READERSHIP	
	Jul – Dec 2017	Jan – Jun 2018	Jan - Dec 2017	Jan - Dec 2018
NEW STRAITS TIMES	36,278	32,064	162,000	131,000
new sunday times	38,902	34,210	123,000	95,000
BH Berita Harian	69,985	82,252	849,000	755,000
BH AHAD	62,927	56,027	847,000	738,000
Harian Metro	112,705	98,093	2,196,000	1,677,000
Metro Ahad	120,979	102,909	2,601,000	1,926,000
	441,776	405,555	6,787,000	5,322,000

NEWSPRINT COST (USD/MT)

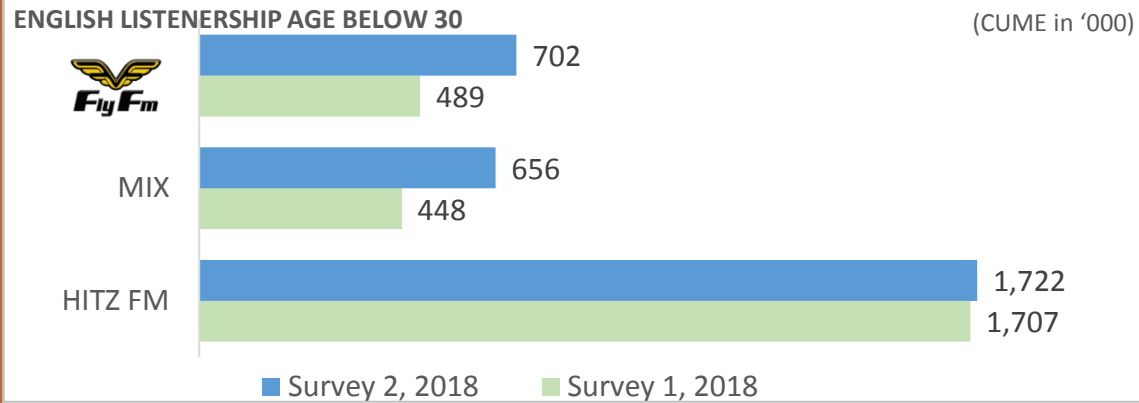


Source:

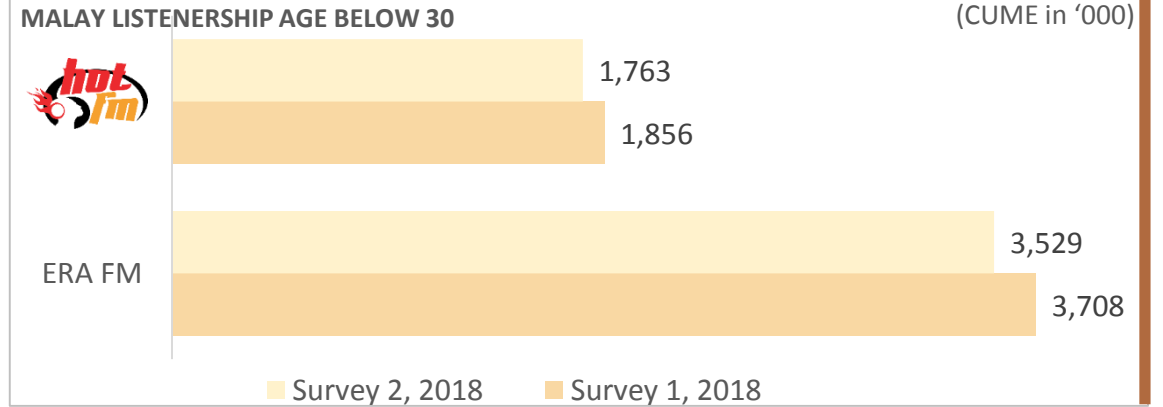
Circulation – Audit Bureau of Circulations
Readership – Nielsen Media Research

RIPPLE Capturing Different Target Audiences

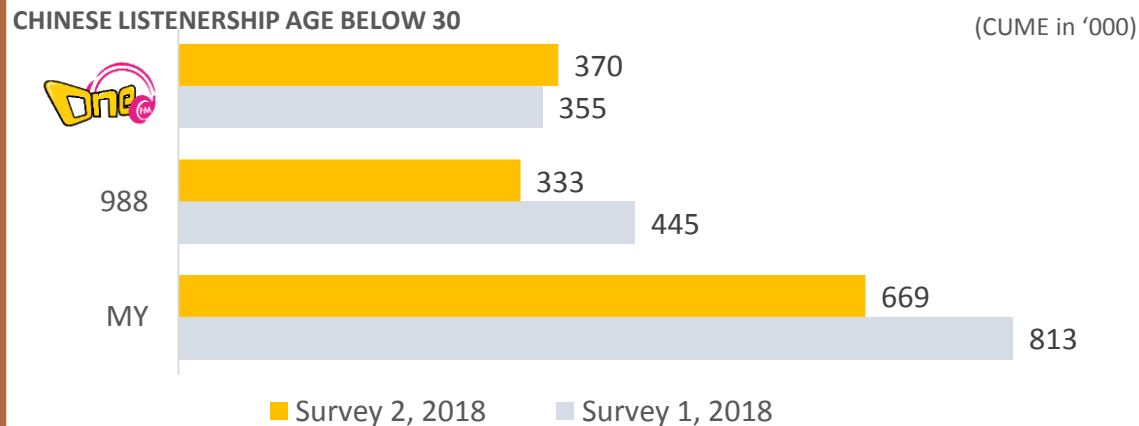
No 2 English Radio Listenership in the Country



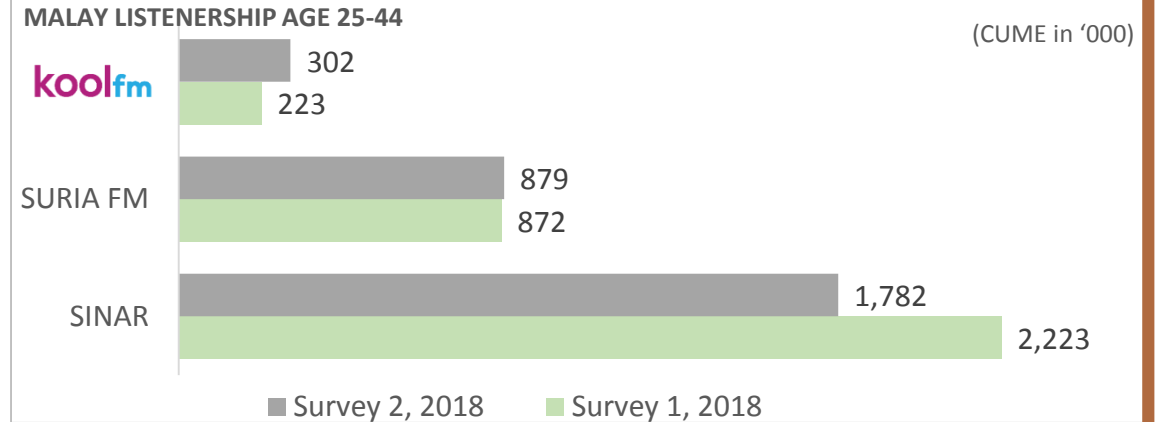
Hot FM attracts 2.6 million Urban Listeners



No 2 Breakfast Show for Chinese market aged below 30



No. 2 Malay Language Station for the Time Spent Listening



Source: GfK Radio Audience Measurement

Market Leading OOH Player



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

- Asset Premierisation
- End to End Solutions
- Technology Deployment
- Widening Coverage Across Malaysia



Digital Publisher of the Year 2019

Media Prima Berhad was awarded '**Digital Publisher of the Year**' at the Malaysian Digital Association's d Awards 2019.



Nominated - Best Use of Social Media

REV Asia's Watsons Campaign



Nominated - Best Tech Developer

myUndi



Nominated - Best Use of Mobile

Mak Cun's Adventure



Moving Forward

- ❑ Close Watch on Traditional Businesses.
- ❑ Digital and Commerce as Key Growth Areas.
- ❑ Continue to Invest Resources in Key Growth Areas to Become Malaysia's Leading Digital-First Content and Commerce Company.



THANK YOU

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

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