



**MEDIA PRIMA BERHAD (532975-A)**  
(Incorporated in Malaysia)

**INTERIM FINANCIAL REPORT FOR THE SECOND QUARTER  
ENDED 30 JUNE 2019**

**22 August 2019**

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		30.6.2019 RM'000	30.6.2018 RM'000 (Restated)	30.6.2019 RM'000	30.6.2018 RM'000 (Restated)
Revenue	A7	<b>296,767</b>	342,372	<b>535,869</b>	623,038
Operating expenses	A8	<b>(307,657)</b>	(358,666)	<b>(588,459)</b>	(661,089)
Other operating income	A9	<b>5,137</b>	53,303*	<b>7,979</b>	56,494*
(Loss)/profit from operations		<b>(5,753)</b>	37,009	<b>(44,611)</b>	18,443
Finance income		<b>2,469</b>	1,317*	<b>4,214</b>	3,201*
Finance costs		<b>(3,991)</b>	(6,099)	<b>(7,761)</b>	(11,962)
Share of results of an associate		<b>40</b>	-	<b>62</b>	-
(Loss)/profit before tax		<b>(7,235)</b>	32,227	<b>(48,096)</b>	9,682
Taxation	B1	<b>(3,548)</b>	(526)	<b>(5,508)</b>	(980)
Net (loss)/profit and total comprehensive (loss)/income for the financial period		<b>(10,783)</b>	31,701	<b>(53,604)</b>	8,702
<b>(Loss)/profit and total comprehensive (loss)/income attributable to:</b>					
- Owners of the Company		<b>(8,825)</b>	31,952	<b>(49,234)</b>	10,126
- Non-controlling interests		<b>(1,958)</b>	(251)	<b>(4,370)</b>	(1,424)
		<b>(10,783)</b>	31,701	<b>(53,604)</b>	8,702
(Loss)/earnings per share (sen)					
- Basic and diluted	B11	<b>(0.80)</b>	2.88	<b>(4.44)</b>	0.91

\* Interest income was reclassified to conform to current financial period presentation of finance income.

The unaudited Condensed Consolidated Statement of Comprehensive Income should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2018.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

	NOTE	AS AT 30.6.2019 RM'000	AS AT 31.12.2018 RM'000
<b>Assets</b>			
Property, plant and equipment		287,562	304,966
Right-of-use assets		194,916	-
Investment properties		29,687	30,352
Associates		1,562	-
Financial assets at fair value through other comprehensive income		2,472	2,472
Intangible assets		427,617	430,056
Deferred tax assets		19,359	14,682
<b>Non-current assets</b>		<b>963,175</b>	<b>782,528</b>
Inventories		24,532	36,900
Trade and other receivables		232,553	254,954
Current tax recoverable		29,219	31,752
Deposits, cash and bank balances	A13	214,590	210,114
<b>Current assets</b>		<b>500,894</b>	<b>533,720</b>
<b>Non-current assets held for sale</b>		<b>225</b>	<b>1,354</b>
<b>Total assets</b>		<b>1,464,294</b>	<b>1,317,602</b>
<b>Liabilities and equity</b>			
<b>Liabilities</b>			
Trade and other payables		-	237
Lease liabilities		176,268	-
Deferred tax liabilities		36,663	40,985
<b>Non-current liabilities</b>		<b>212,931</b>	<b>41,222</b>
Trade and other payables		456,524	456,141
Lease liabilities		54,763	-
Borrowings	B5	6,678	4,169
Current tax payable		1,751	1,683
<b>Current liabilities</b>		<b>519,716</b>	<b>461,993</b>
<b>Total liabilities</b>		<b>732,647</b>	<b>503,215</b>
<b>Equity and Reserves</b>			
Share capital		1,524,735	1,524,735
Reserves		(794,483)	(716,113)
Equity attributable to owners of the Company		730,252	808,622
Non-controlling interests		1,395	5,765
<b>Total equity</b>		<b>731,647</b>	<b>814,387</b>
<b>Total liabilities and equity</b>		<b>1,464,294</b>	<b>1,317,602</b>
<b>Net assets per share attributable to equity holders of the Company (sen)*</b>		<b>65.84</b>	<b>72.90</b>

\* Net assets per share is calculated by dividing the net assets (excluding the portion allocated to non-controlling interests) of the Group by the number of ordinary shares in issue at the statement of financial position date.

The unaudited Condensed Consolidated Statement of Financial Position should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2018.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY**

	Attributable to owners of the Company				Non-controlling interests	Total equity
	Share capital RM'000	Other reserves RM'000	Accumulated losses RM'000	Total RM'000	RM'000	RM'000
<b>2019</b>						
At 31 December 2018, as previously reported	1,524,735	1,755	(717,868)	808,622	5,765	814,387
Effects of adoption of MFRS 16	-	-	(29,136)	(29,136)	-	(29,136)
At 1 January 2019, as restated	1,524,735	1,755	(747,004)	779,486	5,765	785,251
Net loss and total comprehensive loss for the period	-	-	(49,234)	(49,234)	(4,370)	(53,604)
<b>At 30 June 2019</b>	<b>1,524,735</b>	<b>1,755</b>	<b>(796,238)</b>	<b>730,252</b>	<b>1,395</b>	<b>731,647</b>
<b>2018</b>						
At 1 January 2018	1,524,735	1,755	(759,840)	766,650	5,530	772,180
Net profit and total comprehensive income for the period	-	-	10,126	10,126	(1,424)	8,702
<u>Transaction with owners:</u>						
Equity contribution from non-controlling interest	-	-	-	-	400	400
<b>At 30 June 2018</b>	<b>1,524,735</b>	<b>1,755</b>	<b>(749,714)</b>	<b>776,776</b>	<b>4,506</b>	<b>781,282</b>

The unaudited Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2018.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS**

	NOTE	FOR THE PERIOD ENDED 30.6.2019 RM'000	FOR THE PERIOD ENDED 30.6.2018 RM'000
<b>Cash flows from operating activities</b>			
(Loss)/profit for the financial period		(53,604)	8,702
Adjustments for:			
- Non-cash items		125,453	60,756
- Interest expense		7,761	11,962
- Interest income		(4,214)	(3,201)
<b>Operating cash flows before changes in working capital</b>		75,396	78,219
Changes in working capital		(30,224)	(57,046)
<b>Cash flows from operations</b>		45,172	21,173
Income tax paid		(2,632)	(2,379)
<b>Net cash flows generated from operating activities</b>		42,540	18,794
<b>Cash flows from investing activities</b>			
Acquisition of interest in an associate		(1,500)	-
Settlement of remaining consideration for the acquisition of subsidiaries in prior year		-	(5,000)
Property, plant and equipment:			
- Additions		(23,517)	(26,839)
- Proceeds from disposals		157	1,154
Non-current assets held for sale:			
- Proceeds from disposals		3,310	14,371
Proceeds from sale of share of an associate		-	45,342
Interest received		4,214	3,201
<b>Net cash flows (used in)/generated from investing activities</b>		(17,336)	32,229
<b>Cash flows from financing activities</b>			
Interest paid		(6,549)	(10,109)
Increase in restricted bank balances		-	(335)
Drawdown of borrowings		10,372	6,789
Repayment of borrowings		(7,863)	(20,903)
Repayment of lease financing		(16,688)	-
Equity contribution from non-controlling interest		-	400
<b>Net cash flows used in financing activities</b>		(20,728)	(24,158)
<b>Net movement in cash and cash equivalents</b>		4,476	26,865
<b>Cash and cash equivalents at beginning of the financial period</b>		209,914	197,215
<b>Cash and cash equivalents at end of the financial period</b>	A13	214,390	224,080

The unaudited Condensed Consolidated Statement of Cash Flows should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2018.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A1. BASIS OF PREPARATION**

The unaudited interim financial statements have been prepared in accordance with MFRS 134: Interim Financial Reporting and paragraph 9.22 of the Listing Requirements of Bursa Malaysia Securities Berhad.

The unaudited interim financial statements should be read in conjunction with the audited annual financial statements of the Group for the financial year ended 31 December 2018, which were prepared in compliance with Malaysian Financial Reporting Standards (“MFRS”), International Financial Reporting Standards and the requirements of the Companies Act 2016 in Malaysia. The explanatory notes attached to the interim financial statements provide an explanation of events and transactions that are significant to an understanding of the changes in the financial position and performance of the Group since the financial year ended 31 December 2018.

Except for MFRS 16 “Leases”, the adoption of the following applicable amendments and improvements to MFRS that came into effect on 1 January 2019 did not have any significant impact on the Group upon the initial application.

Description	
Amendments to MFRS 9	Prepayment Features with Negative Compensation
Amendments to MFRS 119	Plan Amendment, Curtailment or Settlement
Amendments to MFRS 128	Long-term Interests in Associates and Joint Ventures
MFRS 16	Leases
IC Interpretation 23	Uncertainty over Income Tax Treatments

**MFRS 16 “Leases” (“MFRS 16”)**

Effective 1 January 2019, the Group had adopted MFRS 16 which replaces the guidance in MFRS 117 “Leases” (“MFRS 117”) on the recognition, measurement, presentation and disclosure of leases. The adoption of MFRS 16 from 1 January 2019 resulted in changes in accounting policies and adjustments to the amounts recognised in the financial report. The Group applied the simplified transition approach and in accordance with the transitional provisions in MFRS 16, comparative figures for the period prior to first adoption have not been restated.

All right-of-use (“ROU”) assets were measured at the present values as if the standard had been applied since the commencement date while all lease liabilities will be measured at the present value of the remaining lease payments. The ROU asset is depreciated in accordance with the principle in MFRS 116 “Property, Plant and Equipment” and the lease liability is accreted over time with interest expense recognised in the statement of comprehensive income.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A1. BASIS OF PREPARATION (CONTINUED)**

**MFRS 16 “Leases” (“MFRS 16”) (continued)**

In applying MFRS 16 for the first time, the Group had used the following practical expedients permitted by the standard:

- the use of a single discount rate to a portfolio of leases with reasonably similar characteristics;
- the accounting for operating leases with a remaining lease term of less than 12 months as at 1 January 2019 as short-term leases;
- the exclusion of initial direct costs for the measurement of the right-of-use asset at the date of initial application; and
- the use of hindsight in determining the lease term where the contract contains options to extend or terminate the lease.

The Group will be adopting the following MFRSs when they become effective in the respective financial periods.

Description		Effective for annual periods beginning on or after
Amendments to MFRS 3	Definition of a business	1 January 2020
Amendments to MFRS 101 and 108	Definition of material	1 January 2020

The adoption of the above MFRSs are not expected to have a material impact in the financial statements of the Group.

**A2. AUDITORS’ REPORT ON PRECEDING ANNUAL FINANCIAL STATEMENTS**

The auditors’ report on the audited annual financial statements for the financial year ended 31 December 2018 was not qualified.

**A3. SEASONAL OR CYCLICAL FACTORS**

The operations of our major business segments are generally affected by the major festive seasons.

**A4. UNUSUAL ITEMS AFFECTING ASSETS, LIABILITIES, EQUITY, NET INCOME OR CASH FLOWS**

There was no unusual items affecting the assets, liabilities, equity, net income or cash flows of the Group in the second quarter ended 30 June 2019.

**A5. MATERIAL CHANGES IN ESTIMATES**

There were no material changes in estimates of amounts reported in prior financial years that have a material effect in the second quarter ended 30 June 2019.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A6. SEGMENTAL REPORTING**

The Group determines and presents its operating segments based on information reported internally to the Group Managing Director and the Board of Directors. The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segment being made. The segment information for the current financial period is as follows:

Period ended 30 June 2019	Television Networks RM'000	Radio Networks RM'000	Out-of- Home RM'000	Publishing RM'000	Digital Media RM'000	Content Creation RM'000	Home Shopping RM'000	Corporate RM'000	Elimination RM'000	Total RM'000
Revenue from external customers	192,758	18,566	78,353	103,450	23,449	5,034	114,259	-	-	535,869
Inter-segment revenue	6,620	-	655	1,941	12,284	35,479	-	49,616	(106,595)	-
	199,378	18,566	79,008	105,391	35,733	40,513	114,259	49,616	(106,595)	535,869
Royalties	(979)	(92)	-	-	-	-	-	-	-	(1,071)
	198,399	18,474	79,008	105,391	35,733	40,513	114,259	49,616	(106,595)	534,798
Reportable segment (loss)/profit after tax before non-controlling interest	(12,841)	(2,278)	1,600	(36,143)	1,578	4,720	(7,613)	(7,201)	4,574	(53,604)

  

Period ended 30 June 2018	Television Networks RM'000	Radio Networks RM'000	Out-of- Home RM'000	Publishing RM'000	Digital Media RM'000	Content Creation RM'000	Home Shopping RM'000	Corporate RM'000	Elimination RM'000	Total RM'000
Revenue from external customers	225,323	28,312	85,483	157,674	23,792	6,433	96,021	-	-	623,038
Inter-segment revenue	5,124	1,296	1,360	1,808	21,103	44,265	-	48,127	(123,083)	-
	230,447	29,608	86,843	159,482	44,895	50,698	96,021	48,127	(123,083)	623,038
Royalties	(1,131)	(148)	-	-	-	-	-	-	-	(1,279)
	229,316	29,460	86,843	159,482	44,895	50,698	96,021	48,127	(123,083)	621,759
Reportable segment (loss)/profit after tax before non-controlling interest	(31,132)	8,802	10,292	27,184	6,625	6,487	(2,550)	(13,639)	(3,367)	8,702



**NOTES TO THE INTERIM FINANCIAL REPORT**

**A7. REVENUE**

Individual quarter for the period ended 30 June 2019	Traditional RM'000	Digital RM'000	Home Shopping RM'000	Group RM'000
Advertising	188,479	24,614	-	213,093
Circulation	16,647	-	-	16,647
Commerce	3,365	1,317	59,793	64,475
Content	1,608	-	-	1,608
Property and others	944	-	-	944
	<b>211,043</b>	<b>25,931</b>	<b>59,793</b>	<b>296,767</b>

Cumulative quarters for the period ended 30 June 2019	Traditional RM'000	Digital RM'000	Home Shopping RM'000	Group RM'000
Advertising	337,505	41,381	-	378,886
Circulation	31,744	-	-	31,744
Commerce	5,577	1,964	114,259	121,800
Content	1,621	-	-	1,621
Property and others	1,818	-	-	1,818
	<b>378,265</b>	<b>43,345</b>	<b>114,259</b>	<b>535,869</b>

Individual quarter for the period ended 30 June 2018	Traditional RM'000	Digital RM'000	Home Shopping RM'000	Group RM'000
Advertising*	224,701	24,551	-	249,252
Circulation	19,919	-	-	19,919
Commerce*	17,816	1,202	51,975	70,993
Content	1,599	-	-	1,599
Property and others	609	-	-	609
	<b>264,644</b>	<b>25,753</b>	<b>51,975</b>	<b>342,372</b>

Cumulative quarters for the period ended 30 June 2018	Traditional RM'000	Digital RM'000	Home Shopping RM'000	Group RM'000
Advertising*	416,359	42,262	-	458,621
Circulation	41,350	-	-	41,350
Commerce*	19,127	2,557	96,021	117,705
Content	4,018	-	-	4,018
Property and others	1,344	-	-	1,344
	<b>482,198</b>	<b>44,819</b>	<b>96,021</b>	<b>623,038</b>

\* Revenue classification was reclassified to conform to current period presentation for advertising and commerce revenue.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A8. OPERATING EXPENSES**

Included within operating expenses for the financial period under review are the following expenses:

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.6.2019</b>	<b>30.6.2018</b>	<b>30.6.2019</b>	<b>30.6.2018</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
Depreciation and amortisation	<b>28,930</b>	18,688	<b>54,630</b>	37,587
Net loss on impairment of financial instruments	<b>1,183</b>	15,415	<b>4,039</b>	16,566
Foreign exchange loss	<b>399</b>	-	<b>801</b>	184

**A9. OTHER OPERATING INCOME**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.6.2019</b>	<b>30.6.2018</b>	<b>30.6.2019</b>	<b>30.6.2018</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
		(Restated)		(Restated)
Other income	<b>2,799</b>	3,152	<b>5,641</b>	6,343
Gain on disposal of property, plant and equipment	<b>157</b>	170	<b>157</b>	170
Gain on disposal of non-current assets held for sale	<b>2,181</b>	4,639	<b>2,181</b>	4,639
Proceeds from sale of share in an associate	-	45,342	-	45,342
	<b>5,137</b>	53,303	<b>7,979</b>	56,494

Interest income was reclassified to conform to current period presentation of finance income.

**A10. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT**

The Group's property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A11. CONTINGENT LIABILITIES**

The Group is a defendant in 18 legal suits (as at 31.12.2018: 17 suits) with contingent liabilities amounting to approximately RM4.9 million (as at 31.12.2018: RM4.6 million). The legal suits consist of claims on defamation, breach of contract and infringement of intellectual property.

As at the date of this report, there are no new material litigation against the Group.

The material litigation that was reported in the Group's Interim Financial Report for Q1 ended 31.3.2019 remains an outstanding matter as the defamation suit is still pending appeal to the Court of Appeal in relation to the RM1.1 million judgement sum that was awarded to the Plaintiff.

Apart from the aforementioned matters, the Directors are not aware of any other proceedings pending against the Group and/or its subsidiaries or of any facts likely to give rise to any proceedings which might materially affect the position or business of the Group and/or its subsidiaries.

**A12. CAPITAL COMMITMENTS**

Capital commitments not provided for in the financial statements as at 30 June 2019 are as follows:

	<b>RM'000</b>
Approved but not contracted:	
- Property, plant and equipment	<b>56,040</b>
- Intangible assets	<b>79,013</b>
Approved and contracted for:	
- Property, plant and equipment	<b>14,361</b>
- Intangible assets	<b>445</b>
	<b>149,859</b>

**A13. CASH AND CASH EQUIVALENTS**

Details of cash and cash equivalents are as follows:

	<b>As at 30.6.2019 RM'000</b>	As at 30.6.2018 RM'000
Cash and bank balances	<b>142,061</b>	97,404
Deposits with licensed banks	<b>72,529</b>	135,759
<b>Deposits, cash and bank balances</b>	<b>214,590</b>	233,163
<i>Less: Restricted deposits</i>		
Deposits with licensed banks	<b>(200)</b>	(9,083)
<b>Cash and cash equivalents</b>	<b>214,390</b>	224,080

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B1. TAXATION**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.6.2019</b>	<b>30.6.2018</b>	<b>30.6.2019</b>	<b>30.6.2018</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
In respect of the current period:				
- Current income tax	<b>3,565</b>	611	<b>5,542</b>	1,150
- Deferred taxation	<b>(17)</b>	(85)	<b>(34)</b>	(170)
	<b>3,548</b>	526	<b>5,508</b>	980

The Group's tax expense for the financial period is primarily due to income tax expense by profitable subsidiaries within the Group.

**B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES**

As at 30 June 2019, the Group does not have any financial liabilities measured at fair value through profit or loss.

**B3. STATUS OF CORPORATE PROPOSAL**

On 10 July 2019, Rev Asia Holdings Sdn Bhd ("RAHSB"), an indirect wholly-owned subsidiary of the Company has entered into a conditional Share Sale Purchase Agreement with Mr Jaffa Sany bin Md Ariffin to acquire 520,000 ordinary shares in The Vocket Sdn Bhd ("Vocket"), for a cash consideration of RM2.60 million ("Proposed Acquisition"). Upon the completion of the Proposed Acquisition, Vocket will become a 52% owned indirect subsidiary of the Company.

**B4. MATERIAL LITIGATION**

Apart from the material litigation disclosed under Note A11, there was no other material litigation in the period under review since the last announcement.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B5. BORROWINGS**

	<b>As at 30.6.2019 RM'000</b>	<b>As at 30.6.2018 RM'000</b>
<b><u>Non-Current Borrowings</u></b>		
Secured:		
- Term loan (Note a)	-	295,107
<b><u>Current Borrowings</u></b>		
Unsecured:		
- Banker's acceptance (Note b)	<b>6,678</b>	6,789
<b>Total borrowings</b>	<b>6,678</b>	301,896

The Group's borrowings are denominated in Ringgit Malaysia.

a) Term loan

On 13 December 2017, the Group obtained a RM300.0 million secured loan which bears a fixed interest rate of 2.75% per annum above effective cost of funds. The loan was secured by a charge over certain property, plant and equipment of a subsidiary within the Group. The Group have fully repaid the term loan on 28 December 2018.

b) Banker's acceptance

During the financial period, the Group had drawn down RM10.4 million banker's acceptance facility with a term of 3 months. The facility effective interest rate is 4.01% per annum and is repayable in entirety on its maturity date.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B6. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER VS. PRECEDING QUARTER**

	<b>Quarter ended 30.6.2019 RM'000</b>	Quarter ended 31.3.2019 RM'000
Revenue	<b>296,767</b>	239,102
Loss Before Tax	<b>(7,235)</b>	(40,861)
Loss After Tax	<b>(10,783)</b>	(42,821)

The Group's revenue for 2QFY19 improved by RM57.7 million or 24% against the immediate preceding quarter (1QFY19) due to improved advertising and commerce revenue, in line with the festive season during 2QFY19.

The performance of the respective business platforms for 2QFY19 against 1QFY19 is as follows:

- a) Television Networks – Increase in revenue by 41% against the immediate preceding quarter as a result of higher spending by advertisers during the festive season.
- b) Publishing – Higher advertising and education services revenue contributed to 15% overall increase in revenue against the immediate preceding quarter.
- c) Out-of-Home – Revenue grew by 11% against 1QFY19 due to improved occupancy rate.
- d) Radio Networks – Revenue improved by 11% with stronger support from returning advertisers.
- e) Digital Media – Recorded a growth of 28% in revenue against the immediate preceding quarter.
- f) Content Creation – An increase of 12% in revenue due to increase in television productions for festive programs.
- g) Home Shopping – Festive period contributed to a revenue growth of 10% against 1QFY19.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B7. REVIEW OF PERFORMANCE FOR THE CURRENT FINANCIAL PERIOD TO DATE VS. PREVIOUS FINANCIAL PERIOD TO DATE**

	<b>Period ended 30.6.2019 RM'000</b>	Period ended 30.6.2018 RM'000
Revenue	<b>535,869</b>	623,038
(Loss)/Profit Before Tax ("LBT")/("PBT")	<b>(48,096)</b>	9,682
(Loss)/Profit After Tax ("LAT")/("PAT")	<b>(53,604)</b>	8,702

Revenue for 1HFY19 was lower by 14% against the corresponding financial period as a result of lower revenue especially from the traditional revenue segment. Nevertheless, the home shopping business has continued its revenue growth, partially mitigating the decline in the traditional revenue segment. The Group posted a LAT of RM53.6 million against PAT of RM8.7 million in the corresponding financial period. The PAT for 1HFY18 was contributed by the one-off gain on sale of shares in an associate amounting to RM45.3 million. Excluding the one-off gain, 1HFY18 would have recorded a LAT of RM36.6 million.

The performance of respective platforms for the financial period ended 30 June 2019 as compared to the comparative financial period is as follows:

- a) Television Networks – Lower adex take up in the Free-to-Air Television segment led to the decrease in revenue of 13%. However, continuous cost management had narrowed its LAT by 59%.
- b) Publishing – Performance for Publishing remains challenging as contribution from newspaper advertising and circulation recorded lower revenue by 27% and 30% respectively.
- c) Out-of-Home – Revenue declined by 9% against the corresponding financial period due to lower occupancy on static panels and cautious spending by advertisers.
- d) Radio Networks – Overall revenue decreased by 37% against the corresponding financial period due to lower advertising take up by advertisers.
- e) Digital Media – Excluding the one-off seasonal spending in 1HFY18, revenue recorded an overall growth of 13% in 1HFY19, mainly contributed by its media venture business revenue comprising of licensed and exclusive reseller products.
- f) Content Creation – Decline in revenue by 20% was mainly due to lower sales of TV program production and program broadcast rights especially during 1QFY19. However, the lower revenue was mitigated by lower content production cost.
- g) Home Shopping – Continued growth of 19% recorded in the home shopping segment mainly contributed by greater exposure achieved through more hours dedicated for home shopping slots on NTV7 and Ch-9 as compared to the corresponding financial period.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B8. PROSPECTS FOR 2019**

The impact of the first quarter was quite significant to the overall performance of the Group for 1HFY19. The current quarter saw the Group improve its performance although it was unable to recover from the deficit recorded in the first quarter. Nevertheless, even though the decline can still be attributed to the continued shift of advertising spending to digital platforms, the Group is confident of still maintaining strong market presence which will enable it to compete in the adex market for the remaining quarters.

On that note, the Group has revisited several initiatives in its transformation journey and identified areas of improvements. The Group is also reviewing its existing business-as-usual processes to further improve revenue generation efforts. The Group's existing and new brands either on traditional or digital platforms still command extensive reach and strong monetisation opportunities.

As the Group explores new investment opportunities and enhances its efforts to improve existing transformation initiatives, continuous cost management will still be a priority whilst exercising prudent financial and risk management.

**B9. PROFIT FORECAST/PROFIT GUARANTEE**

The Group has not issued any profit forecast/profit guarantee during the current financial period.

**B10. DIVIDEND**

No dividends have been declared by the Board of Directors for the second quarter and financial period ended 30 June 2019 (2018: Nil for the second quarter and for the financial period).



**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B11. (LOSS)/EARNINGS PER SHARE**

The Group's (loss)/earnings per share are calculated as follows:

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.6.2019</b>	<b>30.6.2018</b>	<b>30.6.2019</b>	<b>30.6.2018</b>
(Loss)/profit attributable to owners of the Company (RM'000)	<b>(8,825)</b>	31,952	<b>(49,234)</b>	10,126
Weighted average number of ordinary shares in issue ('000)	<b>1,109,199</b>	1,109,199	<b>1,109,199</b>	1,109,199
<b>Basic and diluted (loss)/earnings per share (sen)</b>	<b>(0.80)</b>	2.88	<b>(4.44)</b>	0.91

The Group do not have in issue any financial instruments or other contract that may entitle its holders to ordinary shares and potentially dilute its (loss)/earnings per share.

**BY ORDER OF THE BOARD**

**TAN SAY CHOON (MAICSA 7057849)**

**FARNIDA BINTI NGAH (MIA 22495)**

**COMPANY SECRETARIES**

**Kuala Lumpur**

**22 August 2019**

*The full financial analysis of Media Prima Berhad Group can also be viewed at Media Prima Berhad's website:*

<http://www.mediaprima.com.my>