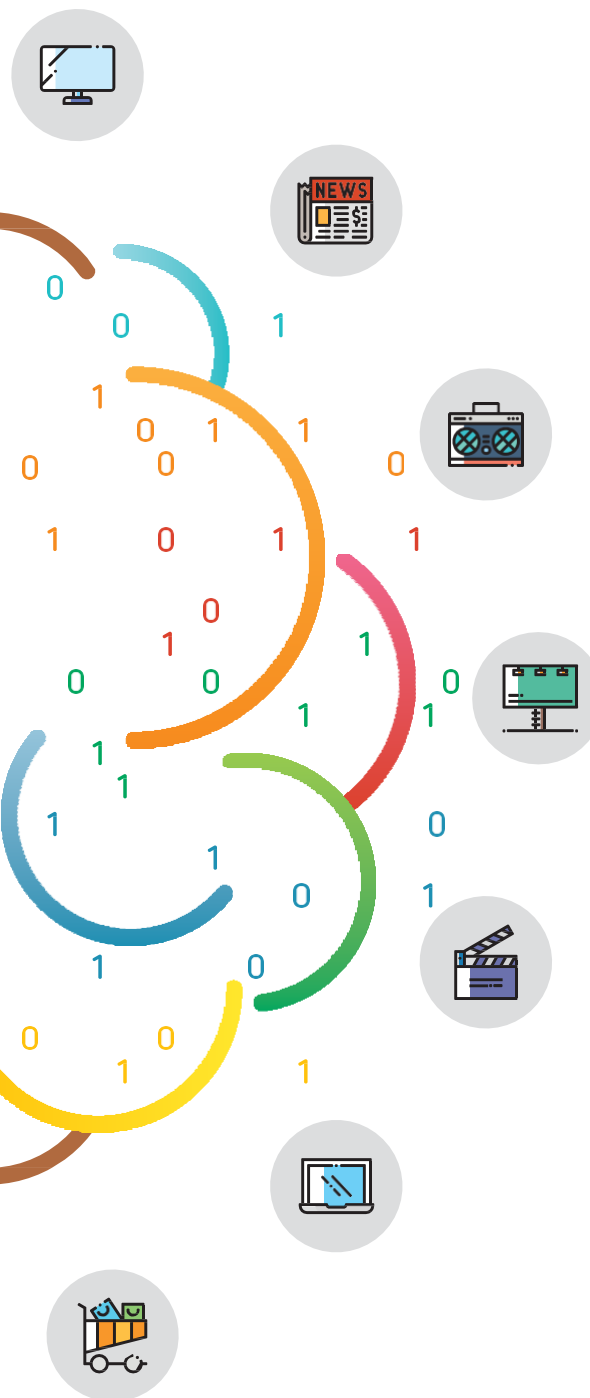


INNOVATING OUR



DIGITAL FUTURE



Investor Presentation

Financial & Business Review
for the Financial Period
Ended 30th June 2019

Media Prima Group



All entities are 100% owned, unless otherwise stated.



Fact sheet as at 30 June 2019

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,524.7m	RM730.3m	RM1,464.3m	RM214.6m	RM6.7m

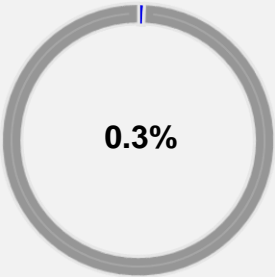
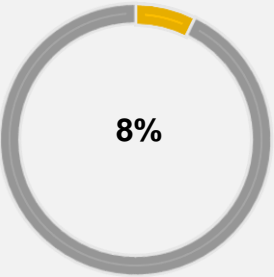
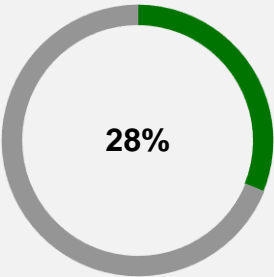
Revenue Diversification In Progress

Commerce &
Non-Advertising Revenue

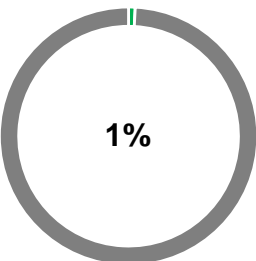
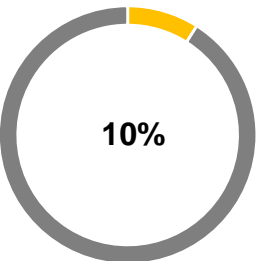
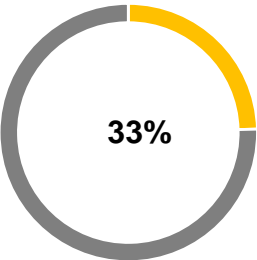
Digital
Revenue

International
Revenue

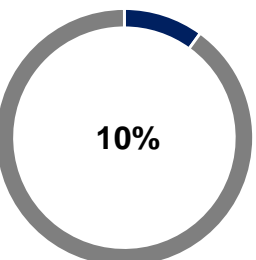
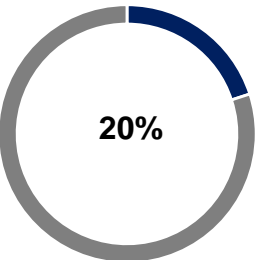
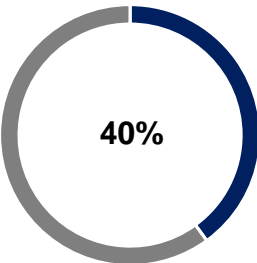
Actual
1H 2019



Target
2019

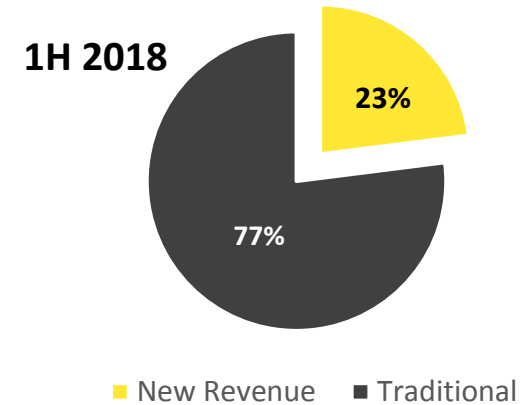
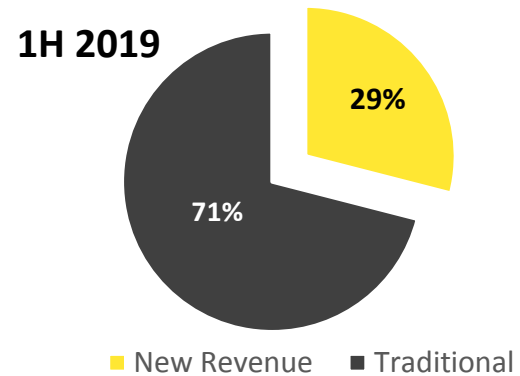


Target 2020
& Beyond

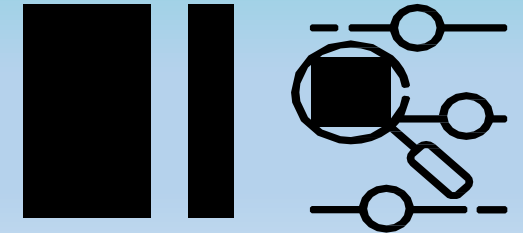


Group Financial Performance

	Q1 2019 (RM'000)	Q2 2019 (RM'000)	Change (%)	1H 2019 (RM'000)	1H 2018 (RM'000)	Change (%)
Net Revenue after Royalties	238,646	296,152	24	534,798	621,759	(14)
EBITDA/ (LBITDA)	(11,413)	25,646	>100	14,233	13,889	2
LBT	(40,861)	(7,235)	82	(48,096)	9,682	(>100)
LAT	(42,821)	(10,783)	75	(53,604)	8,702	(>100)

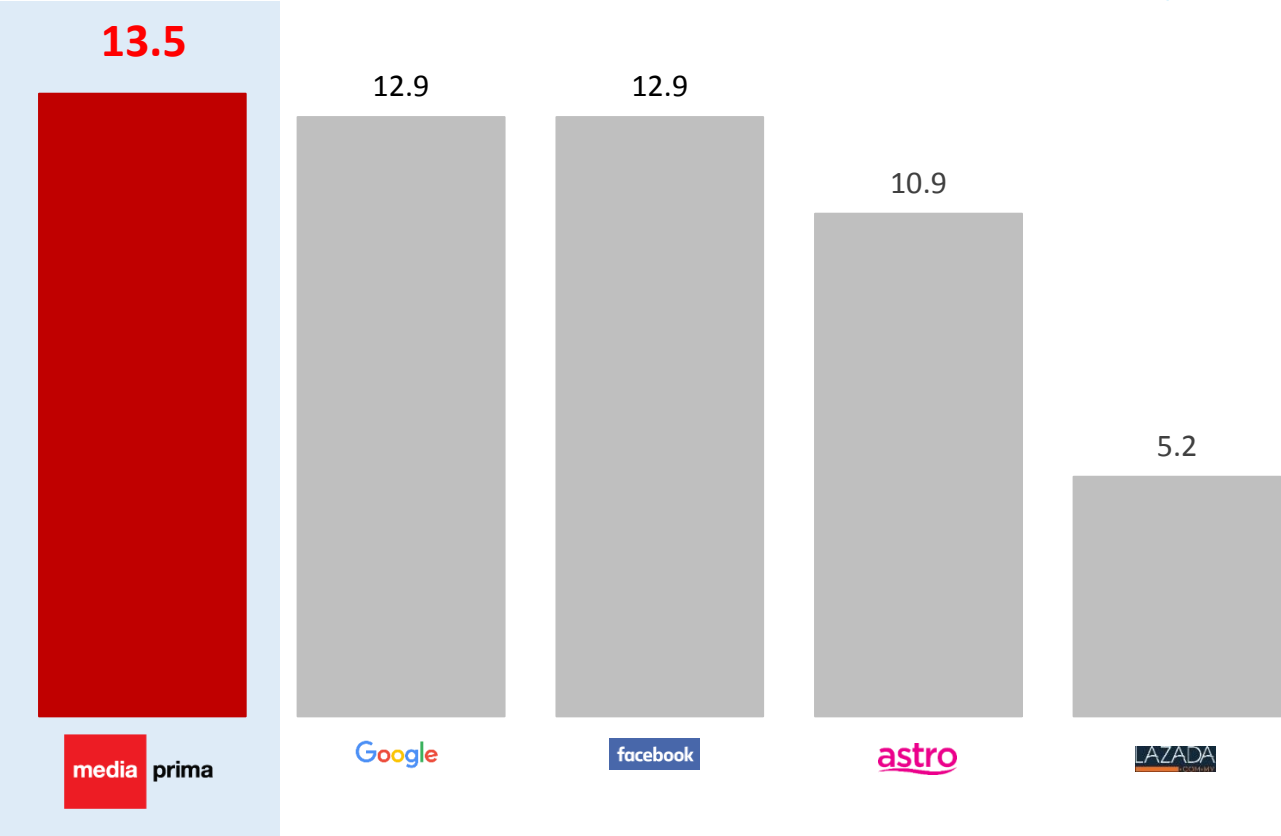


Operational Review



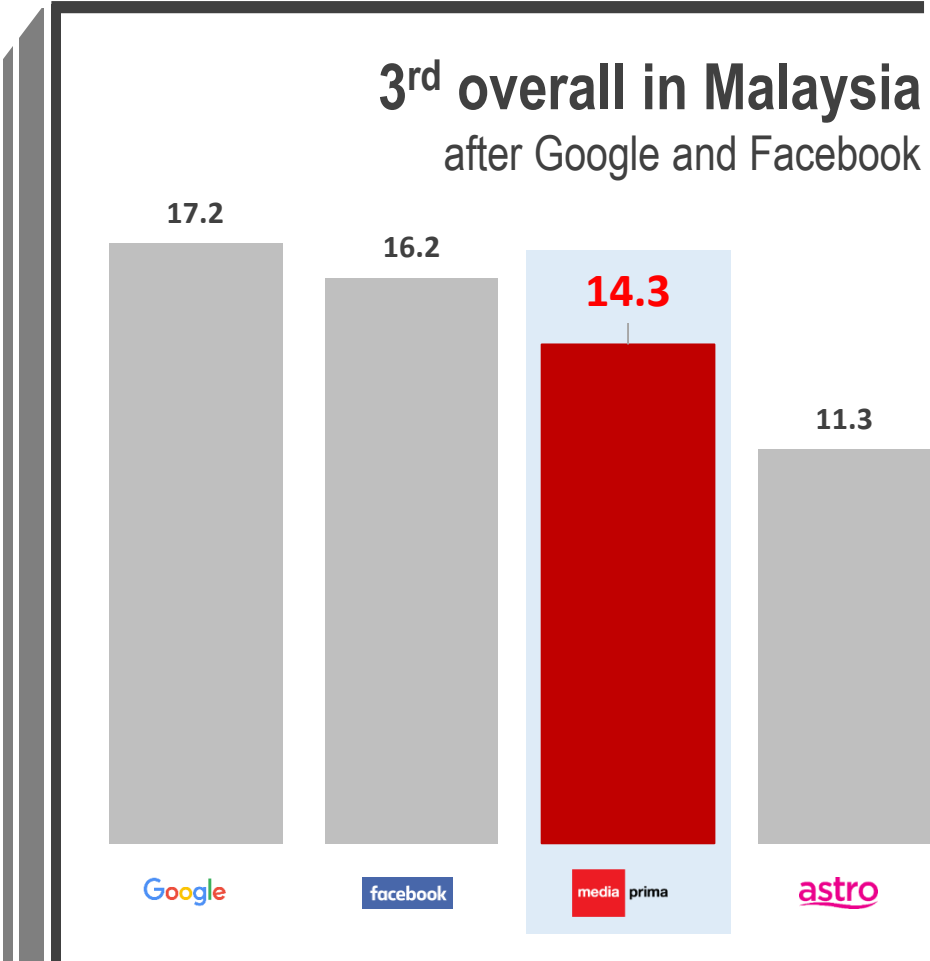
Malaysia's Most Popular Choice for Mobile Content

#1 on mobile devices
in Malaysia



Measurement: Unique Visitors (mill)

3rd overall in Malaysia
after Google and Facebook



Source: Comscore MMX June 2019

Media Prima's Digital Presence in Various Platforms

Reaching Audience Daily Life Through Multiple Brands and Digital Platforms

Social Media

Followers/ Views



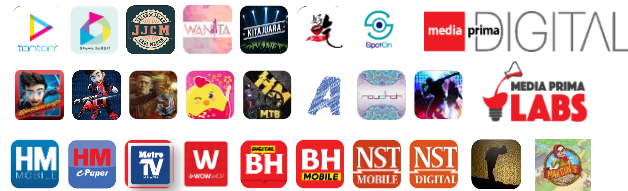
Audio

3.9 m
Monthly Average
Digital Listenership



Mobile

>11.0 m
Downloads



Publishing

194.5 m
Monthly Page Views
21.2 m
Monthly Unique Visitors



Digital Brands

107.1 m
Page Views



*Info as at 30 June 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**.

SAYS

JUICE

OH BULAN!
Laman Sosial Berminat Malaysia

Sirap Limau
Gayatri & Puan Farid Mordin



Myresipi.com

谈 TTN 谈谈网

KongsiResepi.com



44.2 m

Monthly
Average
Page Views

11.8 m

Monthly
Average
Unique Visitors



186.9k
subscribers



6.0m
followers

- **Media Ventures** via Exclusive Advertising Reseller Partners:






Mashable
Southeast Asia














VOCKET

IGN Southeast Asia

NSTP's Online Brands Continue to Rank Among the Top News Sites for Malaysians

Publishing Titles Website			
Monthly average page views	15.3 m	61.8 m	117.4 m
Monthly average Users	3.6 m	7.4 m	10.2 m

Social Media, Apps & Vertical Content :

Social Media	E-paper/Mobile App & TV	Educational Vertical	Lifestyle Vertical
 11.0 m Total no. of likes	   145.5 k App. Downloads		
 1.0 m Total no. of followers	   417.3 k App. Downloads	29.0 k Monthly Average Pages Views	15.2 k No. of Subscribers
 2.8 m Total no. of followers	 69.1 k App. Downloads	86.4 k Total Apps Download	3.4 m Unique Pages Views
 450.9 k Total no. of subscribers		5.0 k Monthly Average Unique Visitors	1.9 m Unique Visitors

Source: Google Analytics, App Annie as at 30 June 2019

RIPPLE into Digital Broadcast

Digital Listenership



Average Listenership/ Month	743,549	2,875,710	823,843	1,151,362
Average Unique Listenership / Month	175,707	445,293	190,450	188,988
Total Downloads Q2	5,590	18,228	7,406	6,247
Playlist X Average Unique Listens	33,870	151,688	85,669	83,048

Source: RadioActive, Singapore



Ventures and Developments in Apps and eSports to Yield Returns

Q2 2019 Top Performing Apps

Total Monthly Average Active Users: 2.1M



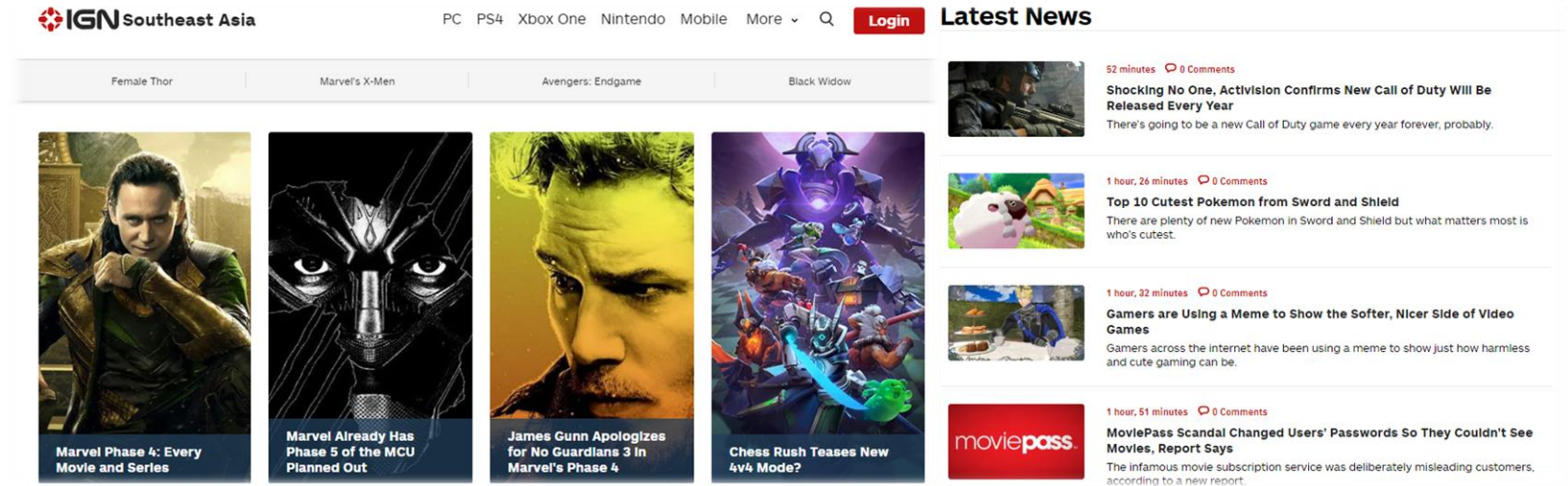
Source : AppAnnie , Unity Platform ,Google Analytics

XPAX Kejohanan E-Sukan Kampus



- **Biggest Inter Campus eSports tournament in Malaysia**
- Final two locations in Selangor & Terengganu
- Grand Final in Sunway Pyramid

New Partnership with IGN Southeast Asia



- New partnership with global digital media company, Ziff Davis to operate IGN Southeast Asia for entertainment and gaming fans in Malaysia, Singapore, Indonesia and the Philippines.
- **Tailors the popular IGN formula for passionate local audiences with original content**, creating a unique platform for brands to engage with consumers through advertising, sponsorship and events.
- **Help companies in the region reach customers in the rest of the world**, through IGN's global network.
- **Accelerate Media Prima's digital presence in the gaming industry across other key markets in Southeast Asia.**

Strategic Home-Shopping Hours with Exciting Content

WOWSHOP

			
(Mon-Tue) <i>Live show</i> 1.00pm – 1.30pm	(Mon – Sun) <i>Live show</i> 11.00am – 12.00noon <i>Rerun</i> 4.00pm – 5.00pm	(Mon – Fri) <i>Live show</i> 6:00am – 6:30am (Tue – Thurs) <i>Live show</i> 5.30pm – 6.00pm (Sat – Sun) <i>Live show</i> 1:00pm – 2:00pm	(Mon – Sunday) <i>Live show included</i> 8:00am – 11:00am <i>Rerun</i> 3.00pm – 6.00pm

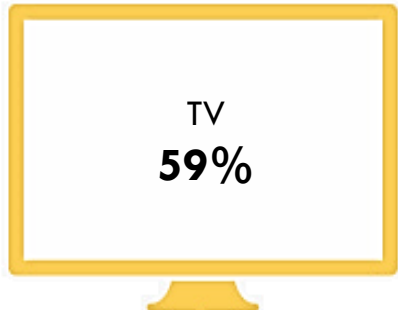


Target Audience	Primary		Secondary
	Malay	Chinese	Malay and Chinese
Age	27 – 50 years old housewives	30 – 55 years old housewives	18 – 35 years old mass female
Monthly Household Income	RM3K – RM5K	RM3K and above	RM2K – RM7K
Geography	Rural and urban areas		

Home Shopping Business Remains on the Upswing



	1H'19	1H'18	Change
Total net sales	114mil	96mil	19%
Total quantity of items sold	684k	579k	18%
Total registered customers	260k	258k	1%
Total new SKUs	168	154	9%



Top 3 best selling items in Q2 2019,
based on net sales amount:



ILO
Cherry Pot Set



MUGEN
Twin Stand Fan Set



IGOZO
Premium Granite Wok

- 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.



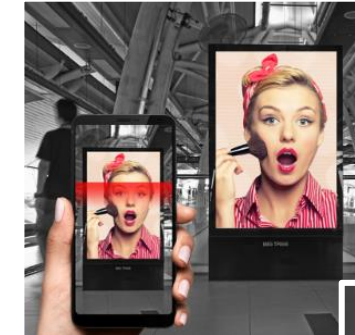
Big Capture, through technology, **enables the same advertisement on our Out-of-Home media to be pushed to Your smart phones** when you pass by, allowing you to interact with the ad.



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!**



Big+ Stories

Shell
says
Hello
to
drivers

Advanced vehicle identification technology was incorporated into the digital screen that enabled Shell to customize its messaging according to automobile brands spotted onsite.

Fashion
Valet
Big
Capture

Fashion Valet augmented their presence in Bukit Jelutong and surrounding vicinities. Realising the capabilities of OOH offering loud branding, whilst still achieving substantial online engagement.

Acer
goes
beyond
the
Tunnel

Acer's launch campaign for the Acer Swift 5, through Big Capture, Acer enabled their advertisement on the wall to be pushed to pedestrians' smart devices when they passed by, allowing them to interact with the ad.

Telekom
Malaysia
Unifi
#khabarbaik
Weather
Detection

Telekom Malaysia (TM) Unifi delivered promotions on Unifi packages in an engaging and memorable manner. To instill recall and excitement, 3 different visuals had been incorporated with respect to the current time and weather; day time, night time and during rain.

Content Production and Distribution in 2019

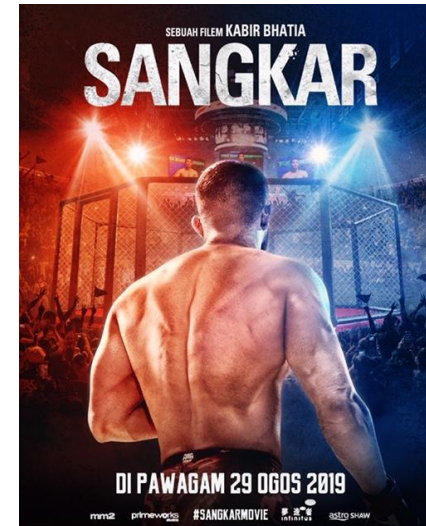
New Film Releases in 2019



Kingdom

(distribution for Sony Pictures)
Released on 18 July 2019

Set in ancient China, where a young orphan's journey to becoming the Qin Kingdom's greatest general is set in motion when he and a boy who is set to one day be the Qin emperor, become each other's ally. They work together to reclaim Eisei's throne and unite the Warring States.



Sangkar

MMA fighters Adam and Johan take on each other and this results in Johan being seriously injured. Distressed by this, Adam tries to atone for his mistakes by helping out Johan's family. At the same time, Johan struggles with his own life for his family's sake. To earn more money to give to Johan's family, Adam decides to fight an international MMA fighter.



Ejen Ali The Movie

"Ejen Ali" follows the adventure of a boy named Ali who becomes a MATA agent by accident after using a device called Infinity Retinal Intelligent System.



Rock 4

Sharwani NS and Hazama star in the movie, joined by newcomers Adam John, Nazimi Fahmi and Bulan Terry as Rimba Bara 2. Follow the band's journey as they continue the legacy of Rimba Bara in the nation's rock music scene.

Content Production and Distribution in 2019

International Sales & Partnerships

Jalan Jalan Makan Angin



A co-production deal was sealed with Kantana Group & Hokkaido Cultural Broadcasting Co., Ltd (UHB), Japan for a special episode on Hokkaido on *Jalan Jalan Makan Angin*.



PWS films is now available on *MUBI*, a film website that integrates a subscription (SVOD) service.

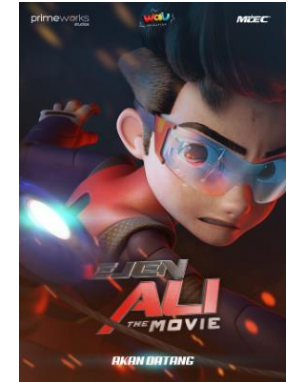


More to come...

Intellectual Property and Licensing & Merchandising

Ejen Ali

- ***Ejen Ali The Movie*** - The official teaser trailer achieved 1.5 million views.
- ***Ground Activation***: Held EA Raya Campaigns at Sunway Velocity Mall and Freeport A'Famosa Outlet.



New!

Alif and Sofia

- ***Alif and Sofia Youtube channel*** - 20 episodes have been uploaded with total views of 2.7m for the month of June 2019.
- ***"Gelagat Raya"*** - The most-watched video to-date - garnered 1.7m views on Youtube
- ***Alif and Sofia Press Launch*** held on 25-26 May as part of the *Setulus Ikhlas* campaign at Central I-City.



Fully-Integrated Media Group with an Extensive Reach

5.0 M
listenership
yearly³⁾



primeworks
studios

Over 3.5 K
hours produced
per year



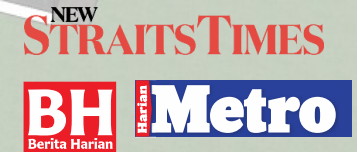
9.9 M
average views²⁾
per day



Over 200 M
eyeballs monthly

WOWSHOP
1.13 million
total unique customers to date

5.3 M
readership¹⁾
yearly



1) Source: Nielsen (Jan – Dec 2018)

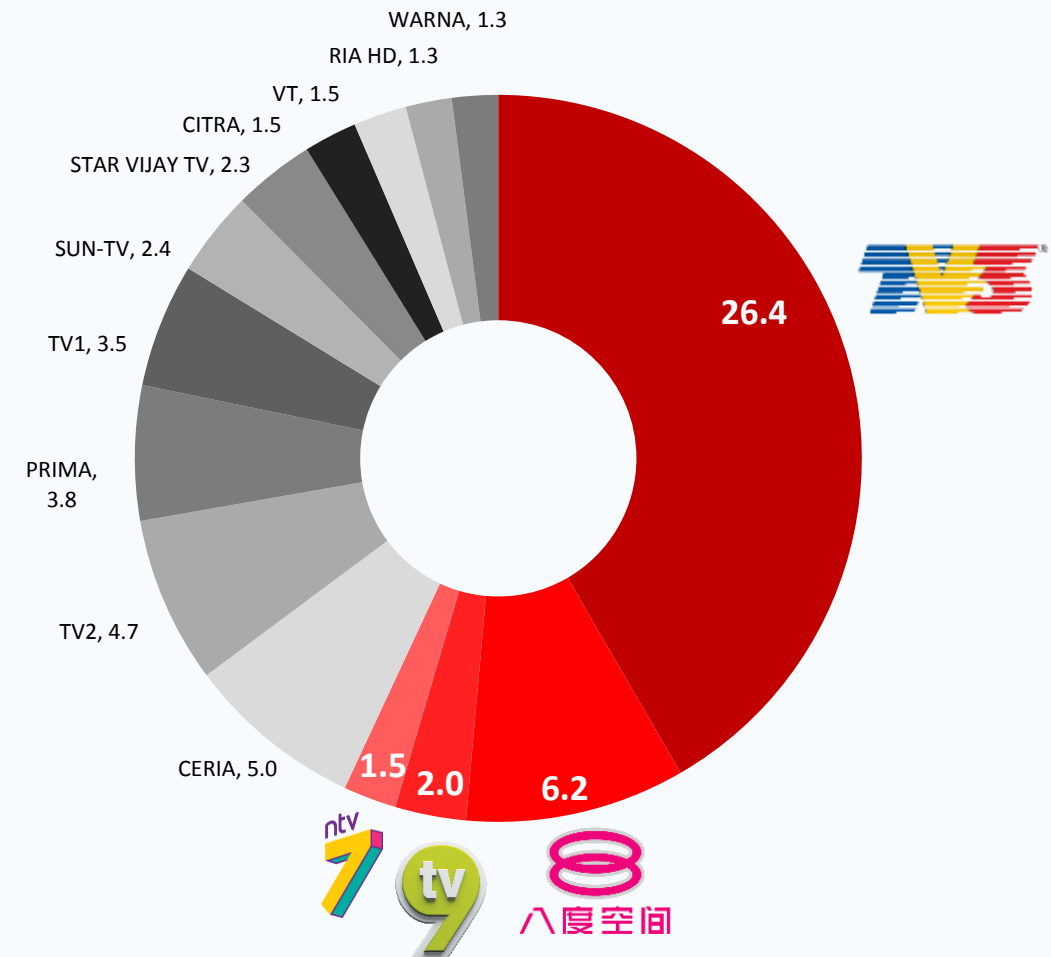
2) Source : Nielsen (Jan – Jun 2019)

3) Survey 1, 2019: GFK Radio Audience Measurement

Info updated as at 30 Jun 2019.

Maintained Its Dominant Broadcast Position in Malaysia

Commanding
36.1%
Total Audience Share

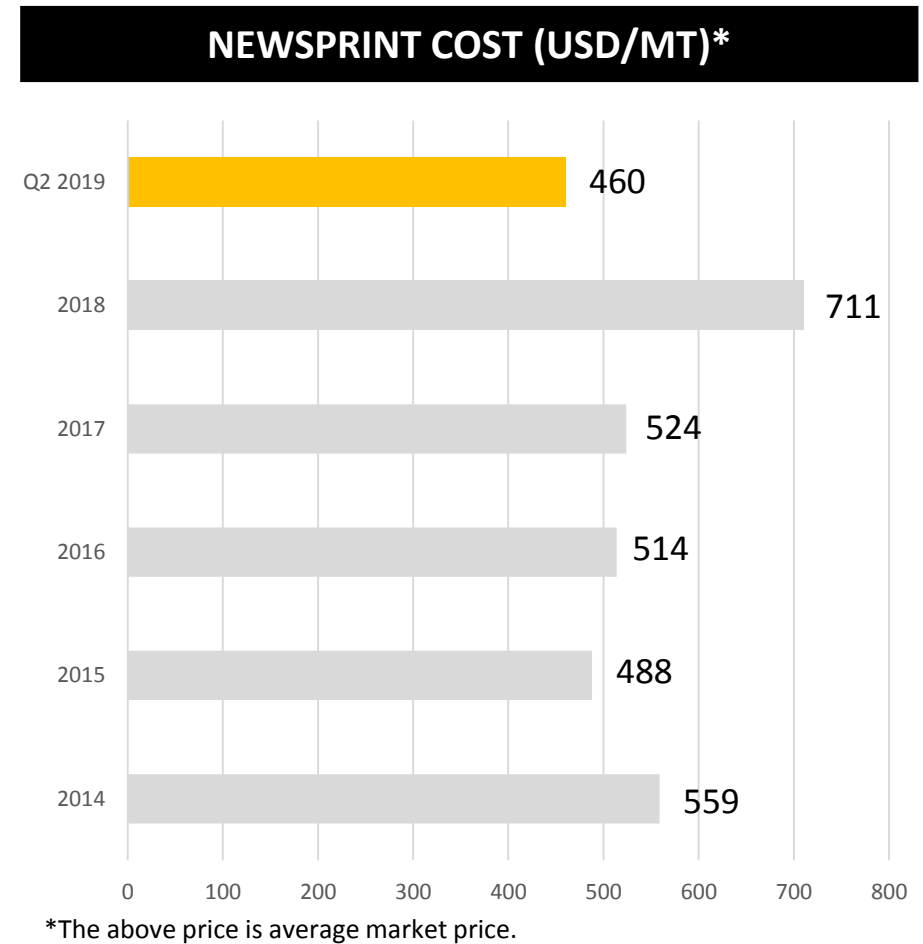


Source: Nielsen Audience Measurement (1 January – 30 June 2019)

Trend of Circulation, Readership and Newsprint Cost

	CIRCULATION		READERSHIP	
	Jan – Jun 2018	Jul – Dec 2018	Jan - Dec 2017	Jan - Dec 2018
NEW STRAITS TIMES	32,064	30,929	162,000	131,000
new sunday times	34,210	N/A	123,000	95,000
BH Berita Harian	82,252	63,471	849,000	755,000
BH AHAD	56,027	51,190	847,000	738,000
Harian Metro	98,093	86,254	2,196,000	1,677,000
Metro Ahad	102,909	91,011	2,601,000	1,926,000
	405,555	~322,855	6,787,000	5,322,000

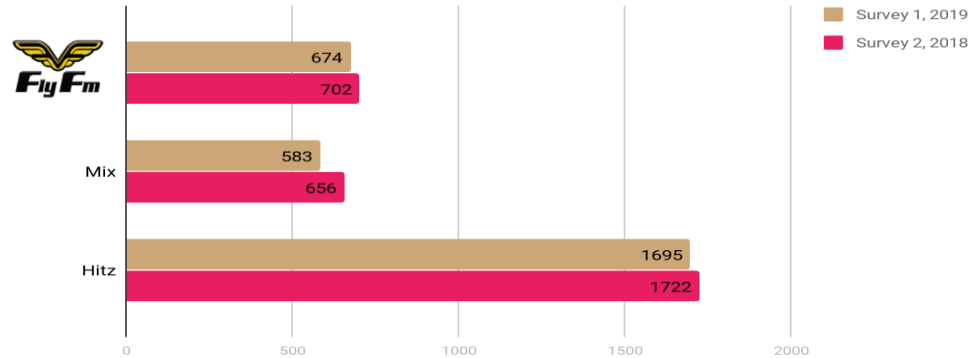
*Source: Circulation – Audit Bureau of Circulations
Readership – Nielsen Media Research*



RIPPLE Capturing Different Target Audiences

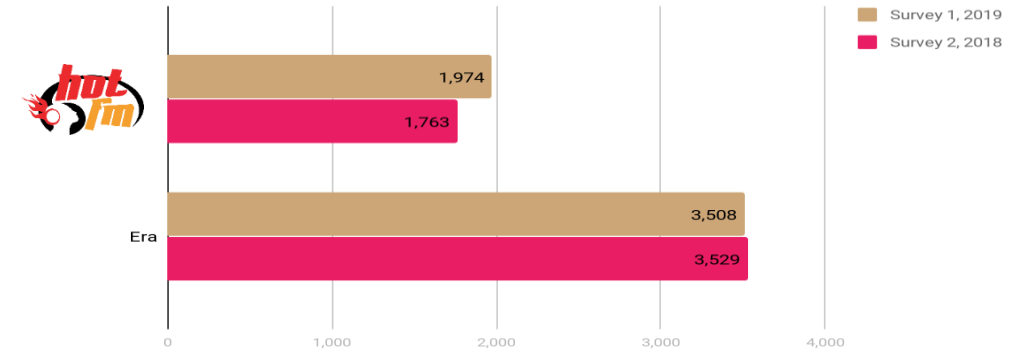
No 2 English Radio Listenership in the Country

English Listenership Age Below 30 (Cume in '000)



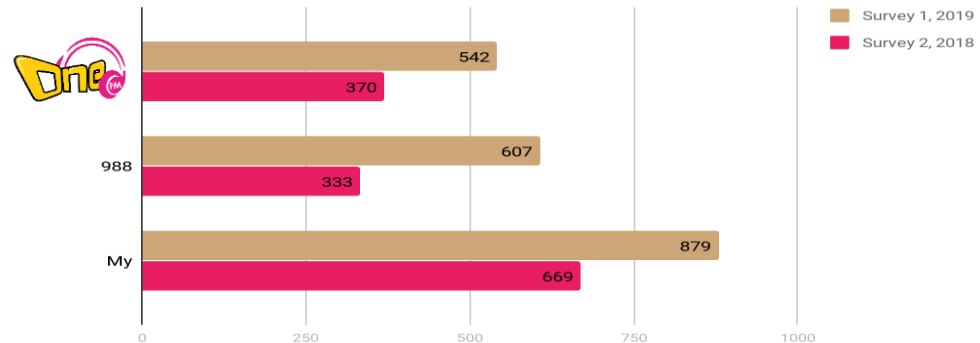
Hot FM attracts 2.6 million Urban Listeners

Malay Listenership Age Below 30 (Cume in '000)



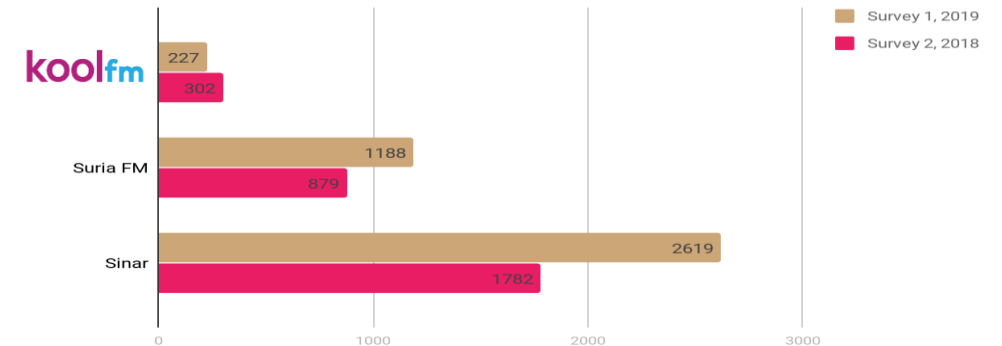
No 2 Breakfast Show for Chinese market aged below 30

Chinese Listenership Age Below 30 (Cume in '000)



No. 2 Malay Language Station for the Time Spent Listening

Malay Listenership Age 25-44 (Cume in '000)



Source: GfK Radio Audience Measurement



Market Leading OOH Advertising Solutions Provider



Anniversary



Malaysia's No. 1 OOH 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 -



Financial Review



1H 2019 Financial Performance

Decline in Traditional Revenue Partially Mitigated by Growth in New Revenue

	BAU 1H 2019	New Initiatives 1H 2019	Group Actual 1H 2019	BAU 1H 2018	New Initiatives 1H 2018	Group Actual 1H 2018	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	443,843	167,224	611,067	551,135	154,700	705,835	(13)
Net revenue	379,067	156,802	535,869	478,359	144,679	623,038	(14)
Royalties	(1,071)	0	(1,071)	(1,279)	0	(1,279)	16
Net revenue after royalties	377,996	156,802	534,798	477,080	144,679	621,759	2
Direct costs	(127,926)	(89,001)	(216,927)	(176,309)	(74,471)	(250,780)	13
Contribution	250,070	67,801	317,871	300,771	70,208	370,979	(14)
Other income	11,476	717	12,193	58,855	840	59,695	(80)
Overheads	(238,224)	(77,607)	(315,831)	(291,600)	(79,843)	(371,443)	15
EBITDA / (LBITDA)	23,322	(9,089)	14,233	68,026	(8,795)	59,231	(76)
Finance costs	(7,681)	(80)	(7,761)	(11,962)	0	(11,962)	35
Depreciation & amortization	(51,597)	(3,033)	(54,630)	(36,022)	(1,565)	(37,587)	(45)
Loss before associate	(35,956)	(12,202)	(48,158)	20,042	(10,360)	9,682	(>100)
Share of associate's results	0	62	62	0	0	0	N/A
PBT/(LBT)	(35,956)	(12,140)	(48,096)	20,042	(10,360)	9,682	(>100)
Taxation	(4,641)	(867)	(5,508)	170	(1,150)	(980)	(>100)
PAT/(LAT)	(40,597)	(13,007)	(53,604)	20,212	(11,510)	8,702	(>100)
Minority interest	640	3,730	4,370	175	1,249	1,424	>100
PATAMI/ (LATAMI)	(39,957)	(9,277)	(49,234)	20,387	(10,261)	10,126	(>100)
EBITDA margin	6%	(6%)	3%	14%	(6%)	10%	
PATAMI margin	(11%)	(6%)	(9%)	4%	(7%)	2%	

Revenue Breakdown by Segment

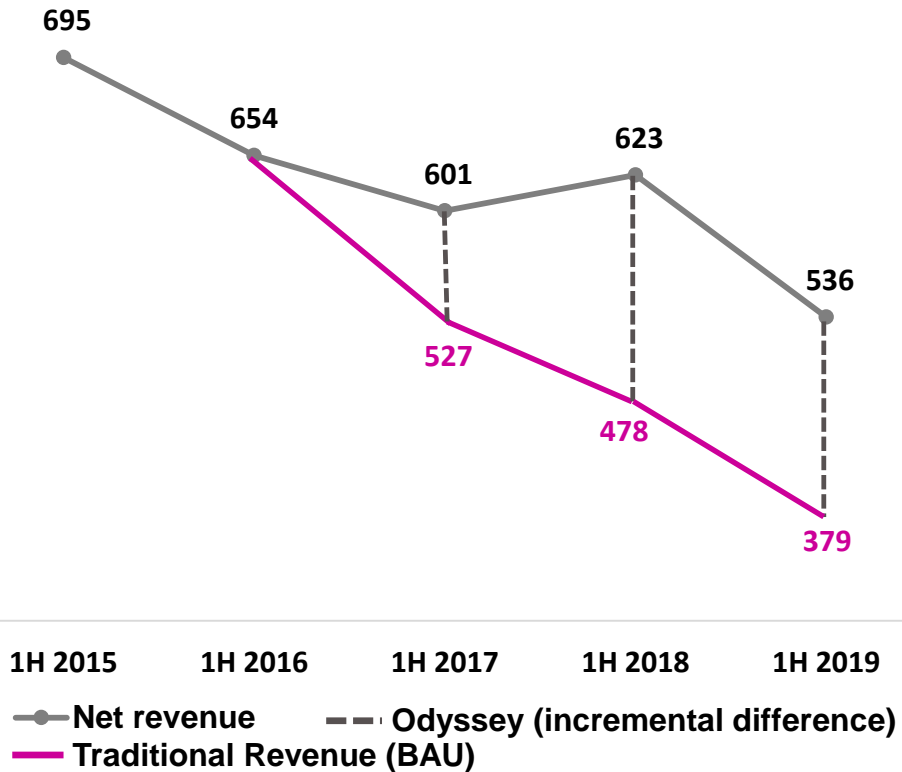
Maintained Commerce Growth Amid Tougher Operating Conditions

Net Revenue	Traditional			Digital			Home Shopping			Group		
	FYE 1H FY19	FYE 1H FY18	Change	FYE 1H FY19	FYE 1H FY18	Change	FYE 1H FY19	FYE 1H FY18	Change	FYE 1H FY19	FYE 1H FY18	Change
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	337,505	416,359	(19)	41,381	42,262	(2)	-	-	-	378,886	458,621	(17)
Circulation	31,744	41,350	(23)	-	-	-	-	-	-	31,744	41,350	(23)
Commerce	5,577	19,127	(71)	1,964	2,557	(23)	114,259	96,021	19	121,800	117,705	3
Content	1,621	4,018	(60)	-	-	-	-	-	-	1,621	4,018	(60)
Property and others	1,818	1,344	35	-	-	-	-	-	-	1,818	1,344	35
Total	378,265	482,198	(22)	43,345	44,819	(3)	114,259	96,021	19	535,869	623,038	(14)

Positive Progress on Group Transformation Plan

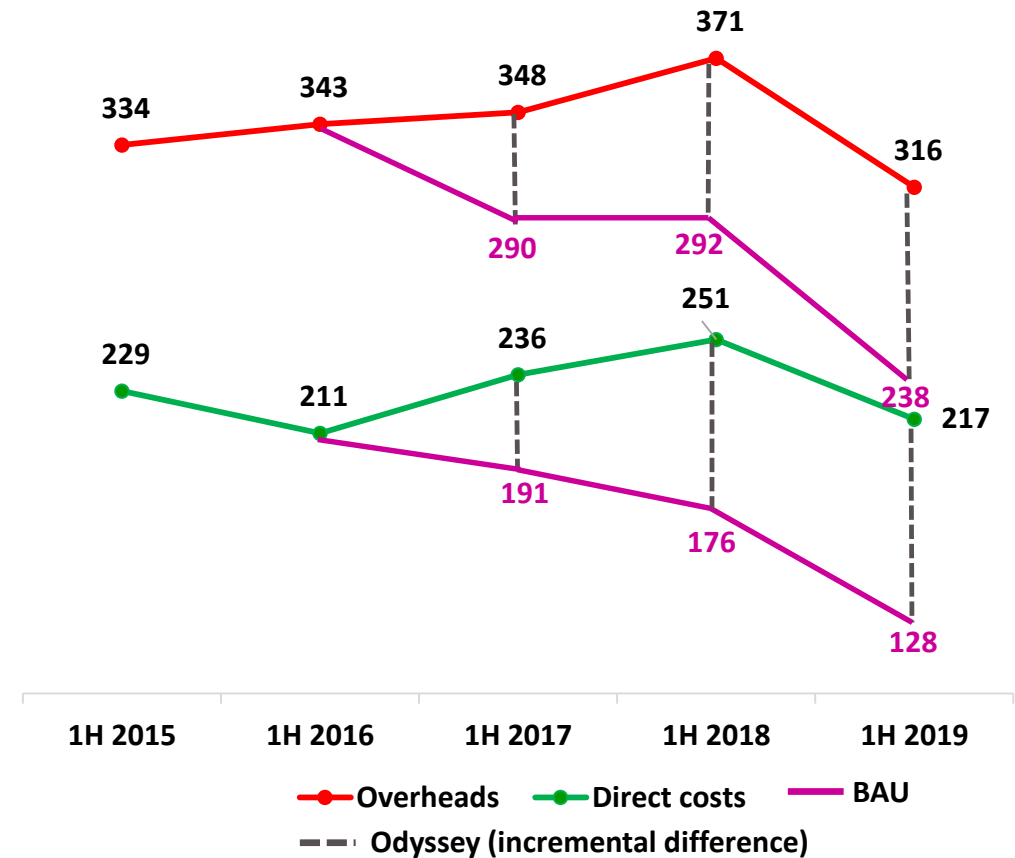
Continue to Grow New Revenue Amid Traditional Revenue Decline

Net Revenue Before Royalties (RM mill)



Reinvesting Operating Costs in Transformation Initiatives

Direct Costs and Overheads (RM mill)



- ❑ Continue to expand Digital and Commerce capabilities across all platforms to better capture opportunities and stay ahead of emerging trends.
- ❑ 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.