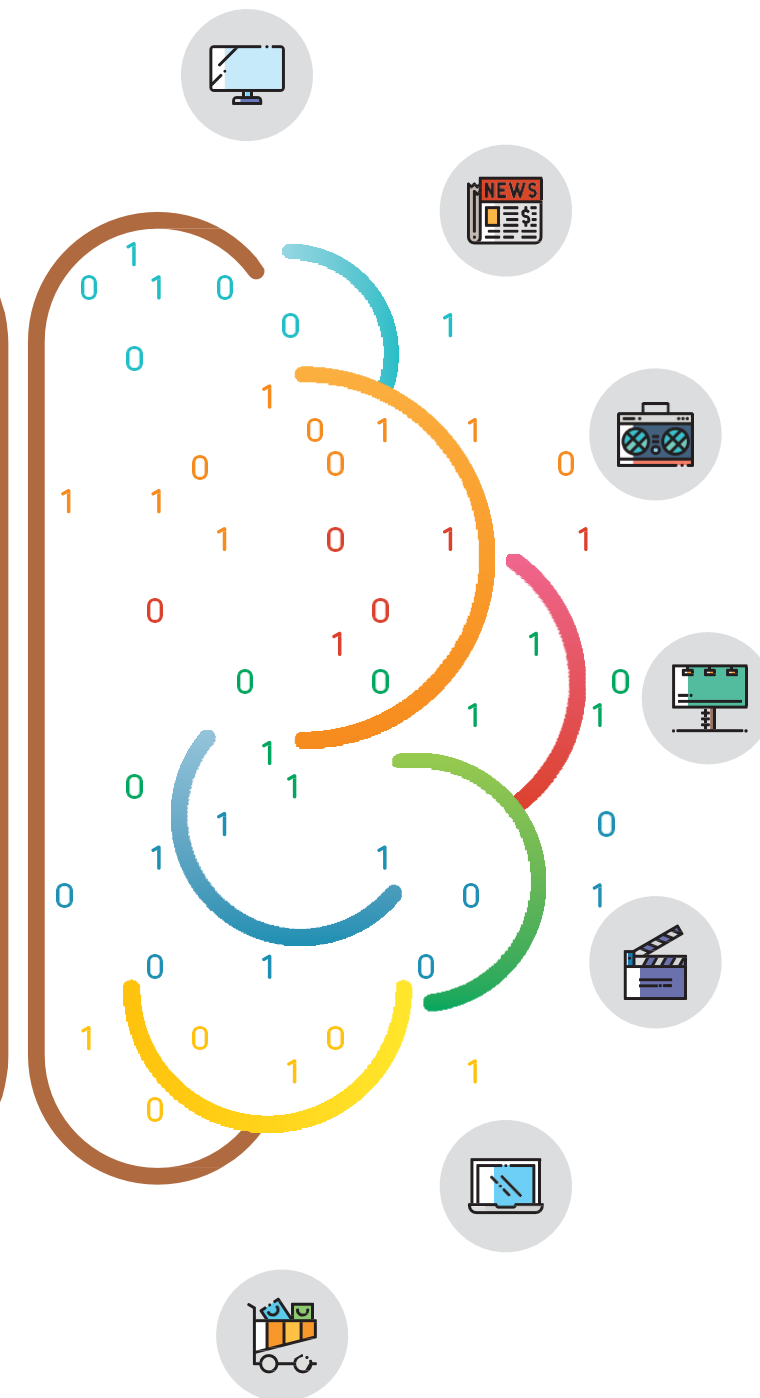


# INNOVATING OUR



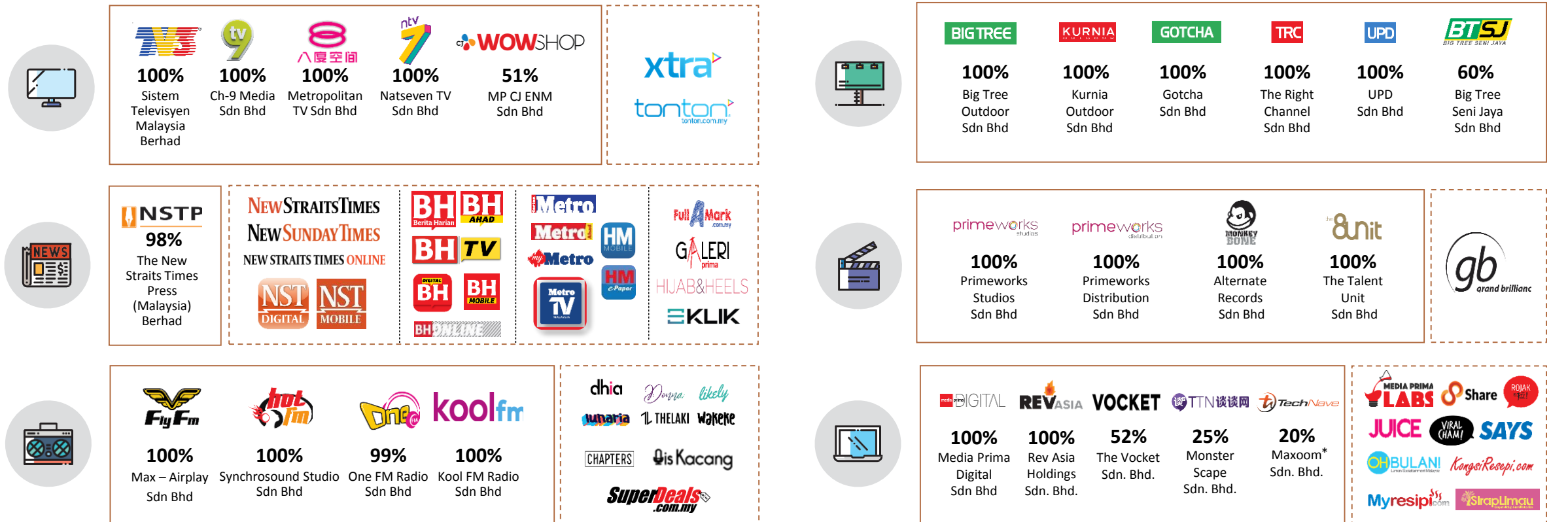
# DIGITAL FUTURE



## Investor Presentation

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

# Media Prima Group



All entities are 100% owned, unless otherwise stated.  
\*Transaction completed in Nov 2019.

COMPANY BRAND

Fact sheet as at 30 September 2019

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,524.7m	RM711.1m	RM1,554.5m	RM226.9m	RM10.1m

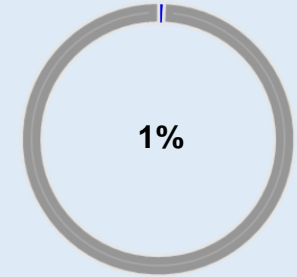
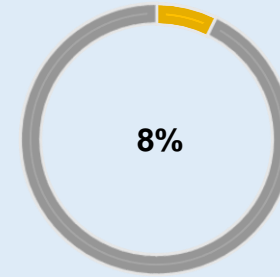
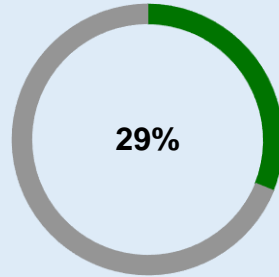
## Revenue Diversification

### Commerce & Non-Advertising Revenue

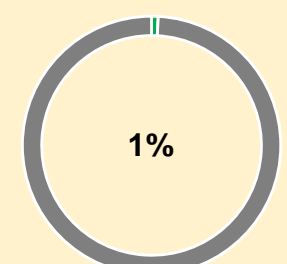
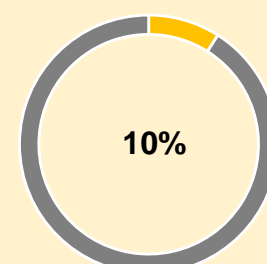
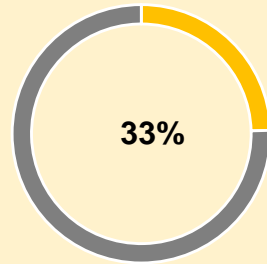
### Digital Revenue

### International Revenue

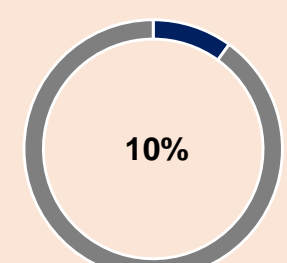
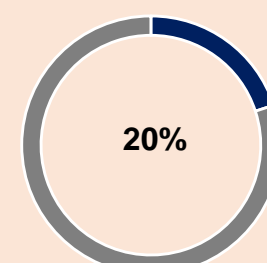
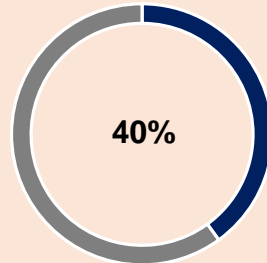
**Actual  
9M 2019**



**Target  
2019**



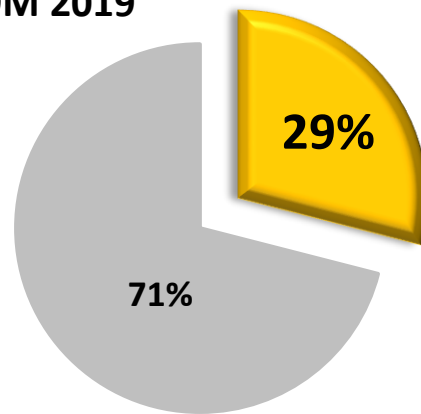
**Target 2020  
& Beyond**



## Group Financial Performance

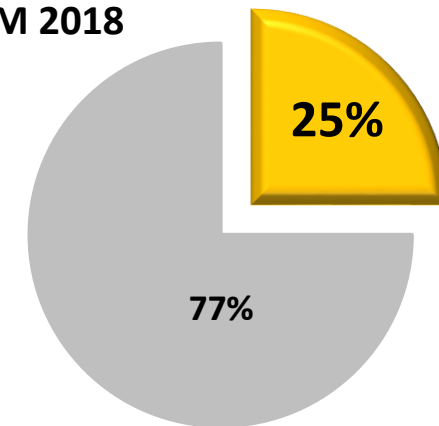
	Q3 2019 (RM'000)	Q3 2018 (RM'000)	Change (%)	9M 2019 (RM'000)	9M 2018 (RM'000)	Change (%)
Net Revenue after Royalties	265,000	273,252	(3)	799,798	895,011	(11)
EBITDA/ (LBITDA)	30,367	(6,756)	>100	44,600	52,499	(15)
LBT	(25,243)	(31,428)	20	(73,339)	(21,746)	(>100)
LAT	(25,557)	(30,846)	17	(79,161)	(22,144)	(>100)

9M 2019



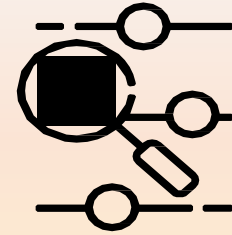
■ New Revenue ■ Traditional

9M 2018

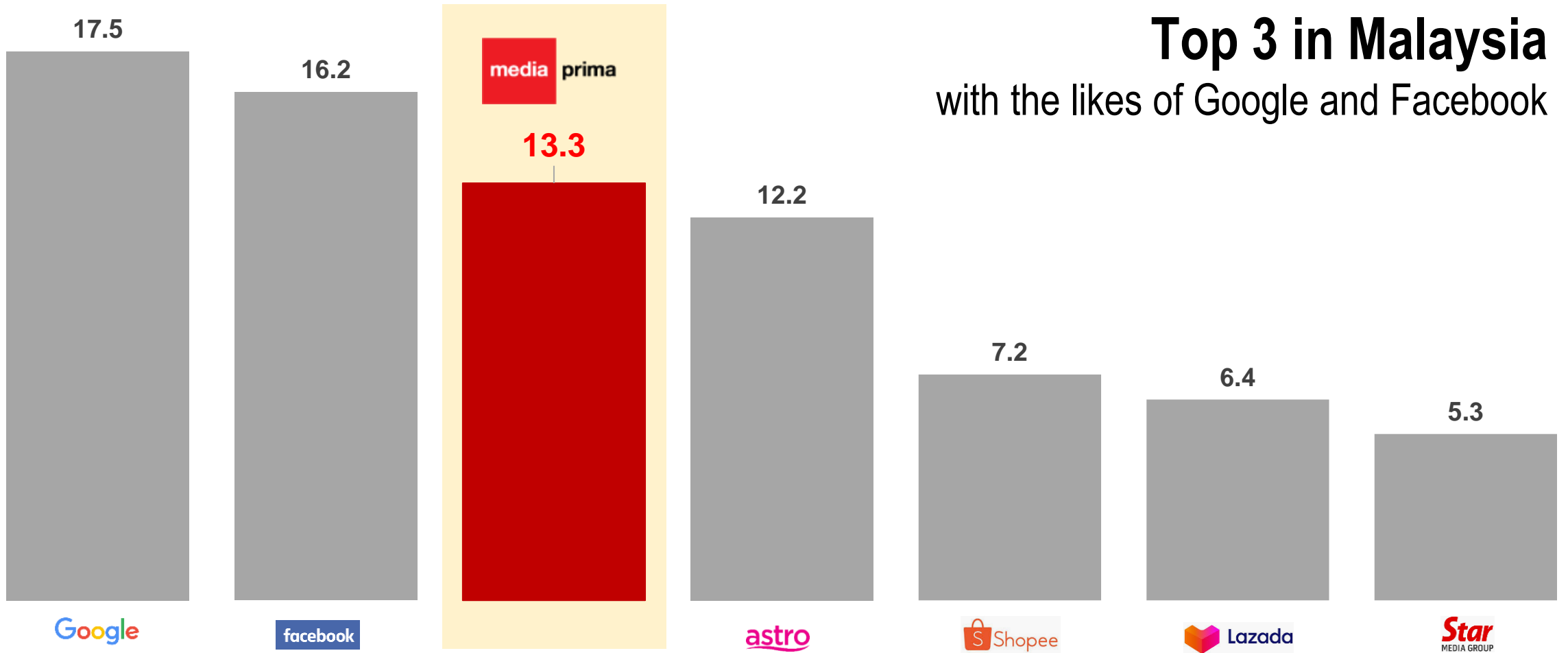


■ New Revenue ■ Traditional

# Operational Review



## Malaysia's Popular Choice for Mobile Content



Measurement: Unique Visitors (mill)

Source: Comscore MMX Sept 2019

# Commendable Digital Reach Across Multiple Platforms

## Reaching Audience Daily Life Through Multiple Brands and Digital Platforms

### Social Media

Followers/ Monthly Average Views



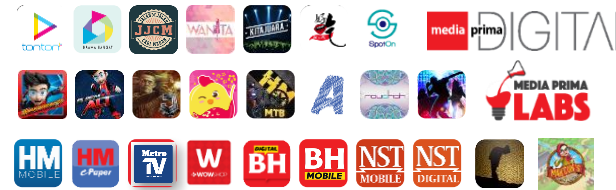
### Audio

**5.1 m**  
Monthly Average  
Digital Listenership



### Mobile

**12.2 m**  
Downloads



### Publishing

**162.2 m**  
Monthly Page Views

**16.8 m**  
Monthly Average  
Unique Visitors



### Digital Brands

**49.1 m**  
Monthly Average  
Page Views



\*Info as at 30 September 2019.

# Solidifying Media Prima's position as the Largest Local Digital Media Company in Malaysia

Continuously growing new digital reach & Scaling digital business at a rapid pace



**SAYS**

**JUICE**

**OH BULANI!**  
Laman Sosial untuk Malaysia

**VIRAL CHAM!**

**Myresipi.com**

*KongsiResepi.com*

**SirapLimau**  
Sirap Limau & Kuih Mekar

**ROJAK**  
먹고!

**46.3 m**  
Monthly  
Average  
Page Views

**11.8 m**  
Monthly  
Average  
Unique Visitors

  
**245.4k**  
subscribers

  
**6.4m**  
followers

- Media Ventures via Exclusive Advertising Reseller Partnerships

 **TechNave**

**VOCKET**

 **TTN 谈谈网**

**Mashable**  
Southeast Asia

 **IGN Southeast Asia**



# E-Sports Ventures and Mobile App Developments

## Q3 2019 Top Performing Apps

Total Monthly Average  
Active Users:  
**3.0M**



## MyGameOn



- Focuses on gaming and esports with a local twist. From event coverages, game reviews, player interviews, media partnerships and so much more.
- Work with government bodies such as Kementerian Belia & Sukan (KBS), Majlis Sukan Negara (MSN), and Malaysia Digital Economy Corporation (MDEC).
- Strives to grow esports and gaming, and to bridge gaming communities, from casual gamers to corporate brands.

## IGN Southeast Asia



**1.7M**

Users across Southeast Asia

- Partnership with global digital media company, Ziff Davis to operate IGN Southeast Asia for entertainment and gaming fans.
- Tailors the popular IGN formula for passionate local audiences with original content.

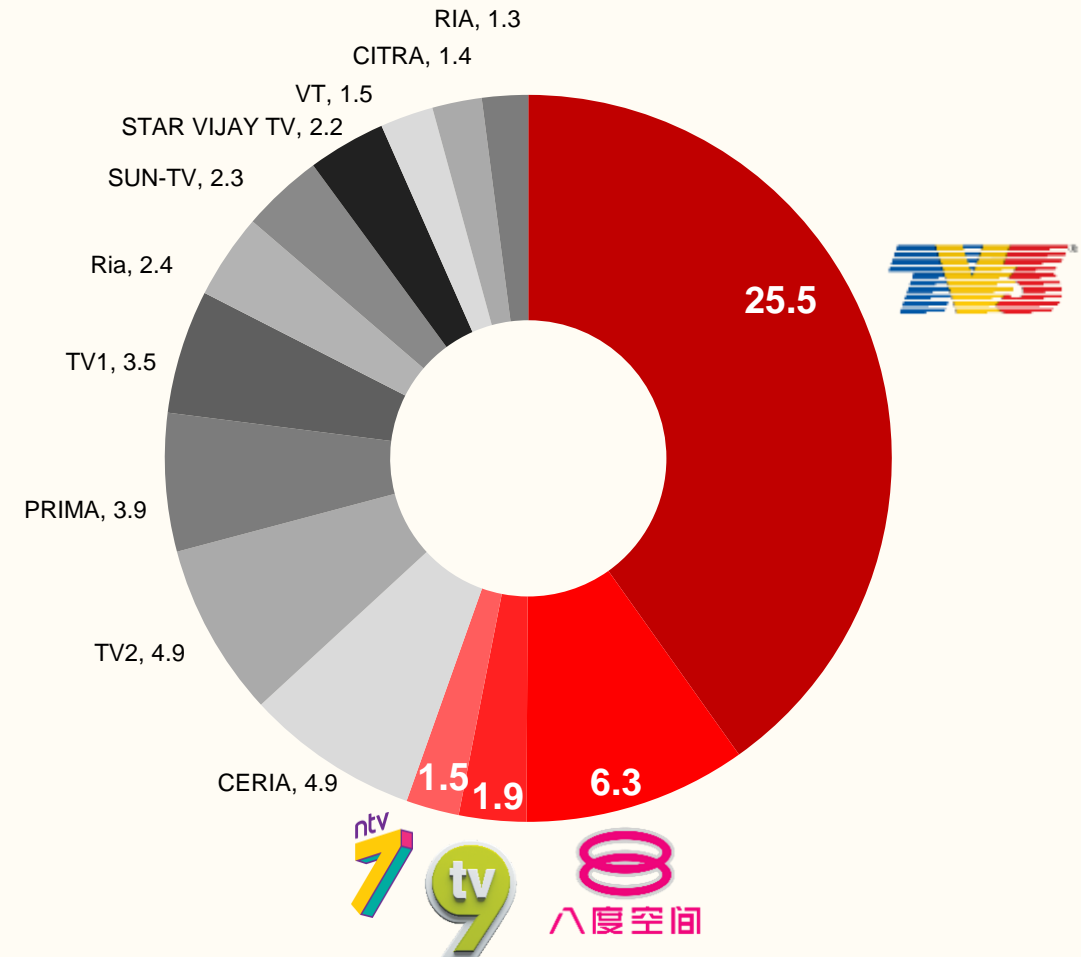
## Mobile Legend Professional League



- Official TV Broadcaster for MY/SG season 4.
- Rights to broadcast 2 hours every weekend of regular season on TV9.
- Already Attracted Sponsors.

## Malaysia's Most-Watched Channels

Commanding  
**35.2%**  
Total Audience Share

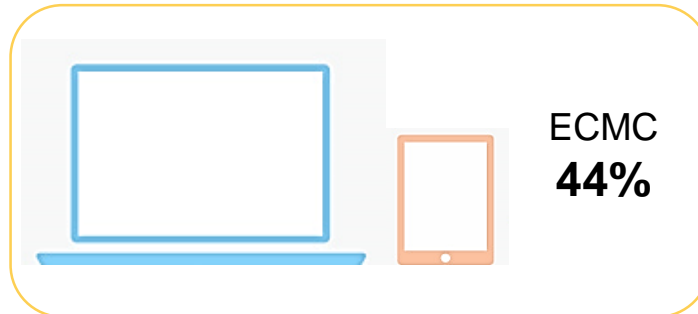
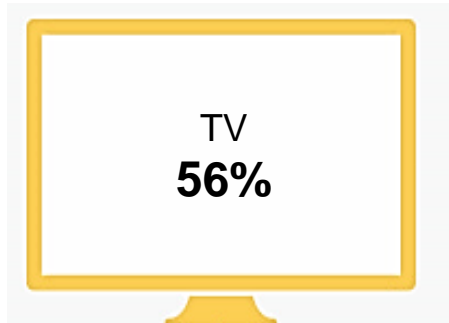


Source: Nielsen Audience Measurement (1 January – 30 September 2019)

## Commerce Business Remained on the Upswing as Its Mobile App Hits 1 Million Downloads



	9M'19	9M'18	Change
Total net sales	170mil	152mil	12%
Total quantity of items sold	1.05mil	915k	15%
Total registered customers	392k	387k	1%
Total new SKUs	244	248	(2%)



Top 3 best selling items in Q3 2019,  
based on net sales amount:



**Green Packet**  
DTT Decoder



**NH Colla Plus**  
Advance Special Combo



**Akemi**  
Essential Firm Pillow

# Home Shopping's Scheduled Hours to Optimize Demand

WOWSHOP

			
<p>(Mon-Sun) 5.30am – 6.30am</p> <p><i>Live show</i> (Mon-Tue) 1.00pm – 1.30pm</p>	<p>(Mon – Sun) 9.00am – 12.00noon 1.00pm – 5.00pm 9.00pm – 12.00am</p> <p><i>Live show</i> (Mon – Fri) 4.00pm – 5.00pm</p>	<p>(Mon – Fri) 6:00am – 9:30am</p> <p>(Sat – Sun) 6.00am – 9.00am</p> <p><i>Live show</i> (Mon – Fri) 11:30am – 12:30pm</p> <p>(Sat – Sun) 1:00pm – 2:00pm</p>	<p>(Mon – Sun) 8:30am – 1:00pm 3:00pm – 12:00am</p> <p><i>Live show</i> (Mon – Fri) 8:30am – 11:30am</p> <p>(Sat – Sun) 8:30am – 12:30pm</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		

# Producing Top Quality Programmes and Award Winning Content



## ASIAN ACADEMY CREATIVE AWARDS



### PULANG

- Best Sound
- Best Visual or Special FX in TV Series or Feature Film



### SANGKAR

- Best Promo or Trailer

## New Film Releases in 2019



## Produced Top 3 Programmes in Malaysia





# Expanding Content Production and Distribution in 2019

## International Sales & Partnerships

### J Revolusi

- *J Revolusi The Movie* is now available on iTunes.



### Dunia Sinema

- Sold 48 films to Dunia Sinema, channel in Unifi TV. Films include Songlap, Sembilu, Maria Mariana, etc.



## External Production Services

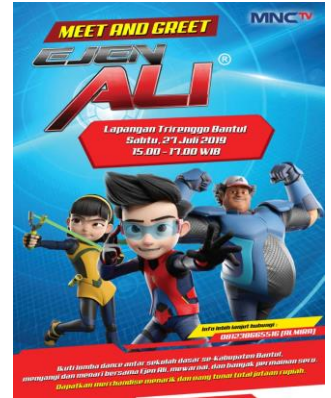
- **Digital Content** - *E!News SS2* for E! Asia
- **Promos** - *Nestle Everyday Milk LEPAS RAYA, LAPAR APA?* for Nestle



## Animation and Licensing & Merchandising

### Ejen Ali

- *Ejen Ali The Movie* - Official Trailer #2 has achieved more than 3 million views.
- **Ejen Ali Youtube channel** - Total subscribers of 1.4 million, as of Oct 2019.
- **Ground Activation:** Participated in (i) Road to Kilau Raya at Jogjakarta, Indonesia, and (ii) Minggu Usahawan Nasional 2019 at MAEPS, Serdang



### Alif and Sofia

- *Alif and Sofia Youtube channel* – More than 30 videos on YouTube with total views of 11.4 millions as of Oct 2019.
- **Simulasi Haji Cilik** - A new collaboration with Persatuan Tadika Islam Malaysia.
- **Ground Activation:** Participated in (i) Merdeka Parade at Putrajaya, and (ii) Karnival Jom Heboh.



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





- 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.



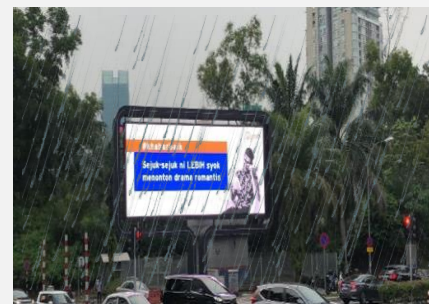
### Fashion Valet Big Capture

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.



## NSTP's Brands Continue To Be Relevant In Today's Digital Era

Publishing Titles Website			
Monthly Average Page Views	14.1 m	53.9 m	94.2 m
Monthly Average Unique Visitors	3.1 m	5.9 m	7.8 m

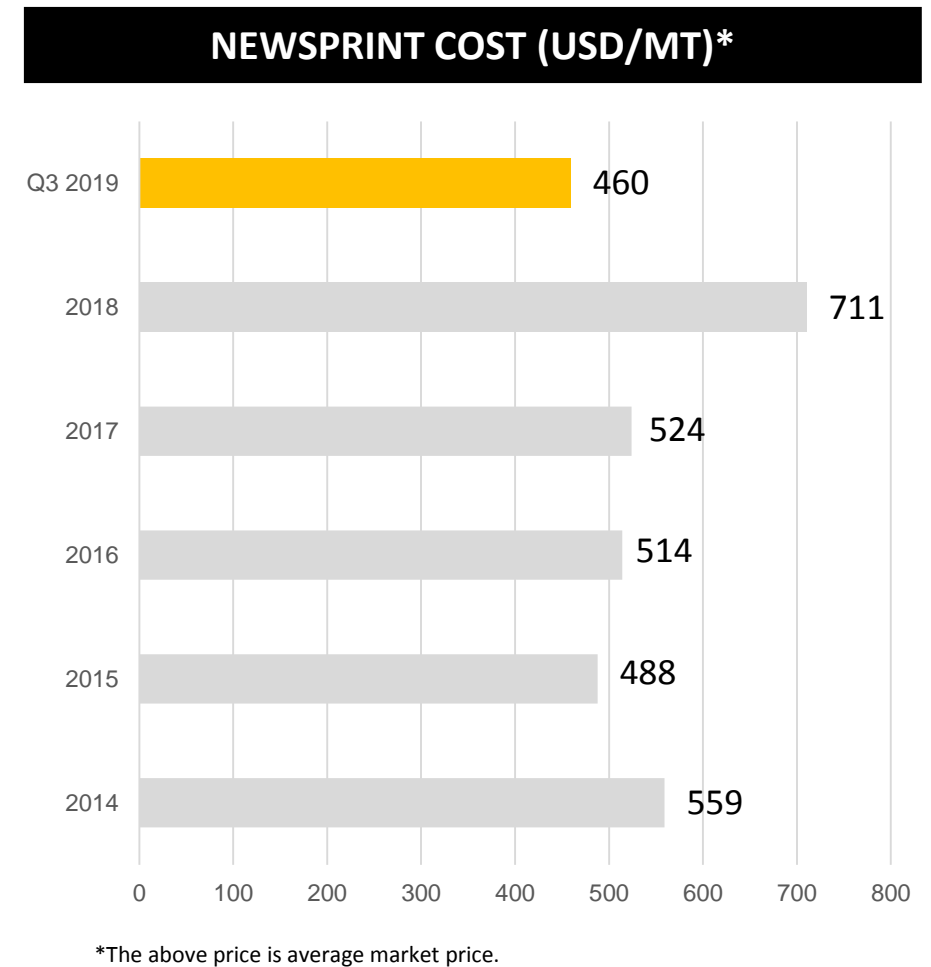
### Social Media, Apps & Vertical Content :

Social Media	E-paper/Mobile App & TV	Educational Vertical	Lifestyle Vertical
 <b>11.1 m</b> Total no. of likes	   <b>166.8 k</b> App. Downloads		
 <b>1.3 m</b> Total no. of followers	   <b>464.4 k</b> App. Downloads	<b>27.5 k</b> Monthly Average Pages Views	<b>16.0 k</b> No. of Subscribers
 <b>2.9 m</b> Total no. of followers	 <b>77.5 k</b> App. Downloads	<b>88.2 k</b> Total Apps Download	<b>186.4 k</b> Monthly Average Unique Pages Views
 <b>618.4 k</b> Total no. of subscribers		<b>4.5 k</b> Monthly Average Unique Visitors	<b>132.5k</b> Monthly Average Unique Visitors

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

## Circulation and Readership Numbers and Newsprint Cost

	CIRCULATION		READERSHIP	
	Jan – Jun 2018	Jul – Dec 2018	Jul 2017 – Jun 2018	Jul 2018 – Jun 2019
<b>NEW STRAITS TIMES</b>	32,064	30,929	208,000	170,000
<b>new sunday times</b>	34,210	N/A	82,000	101,000
<b>BH Berita Harian</b>	82,252	63,471	1,645,000	1,360,000
<b>BH AHAD</b>	56,027	51,190	793,000	708,000
<b>Harian Metro</b>	98,093	86,254	3,633,000	2,623,000
<b>Metro Ahad</b>	102,909	91,011	2,277,000	1,566,000
	<b>405,555</b>	<b>~322,855</b>	<b>8,638,000</b>	<b>6,528,000</b>



**Source:**

Latest available reports :

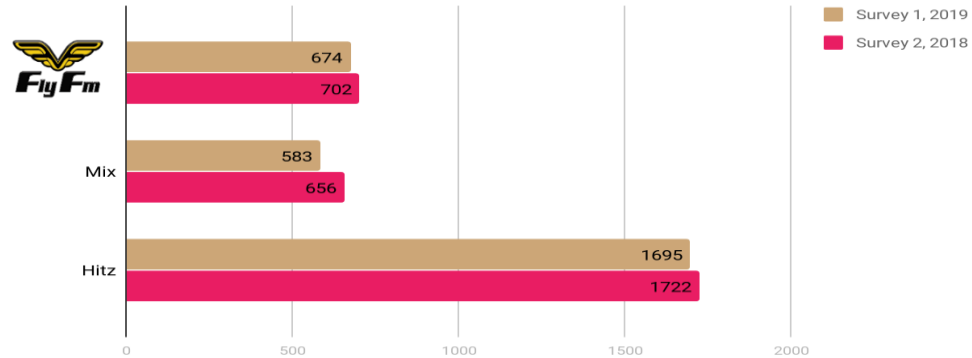
(a) Circulation – Audit Bureau of Circulation

(b) Readership – Nielsen Media Research

# RIPPLE Capturing Different Target Audiences

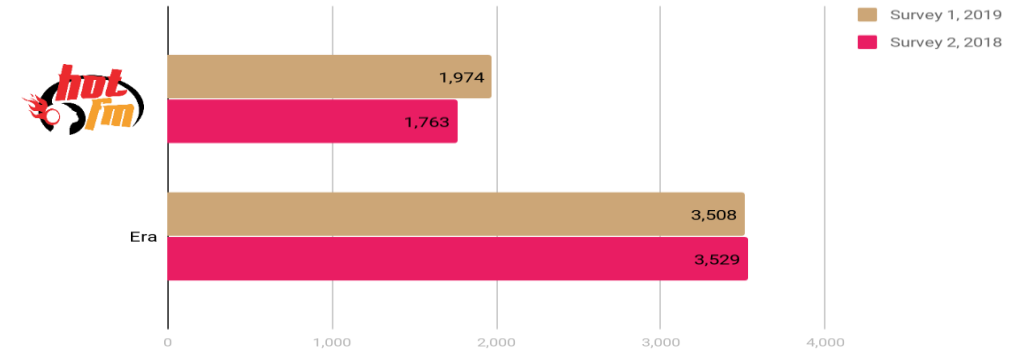
## No 2 English Radio Listenership in the Country

English Listenership Age Below 30 (Cume in '000)



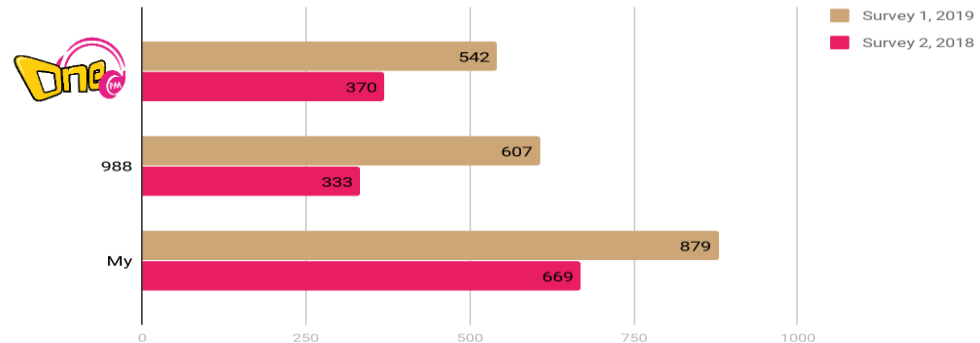
## Growing Listenership for Hot FM

Malay Listenership Age Below 30 (Cume in '000)



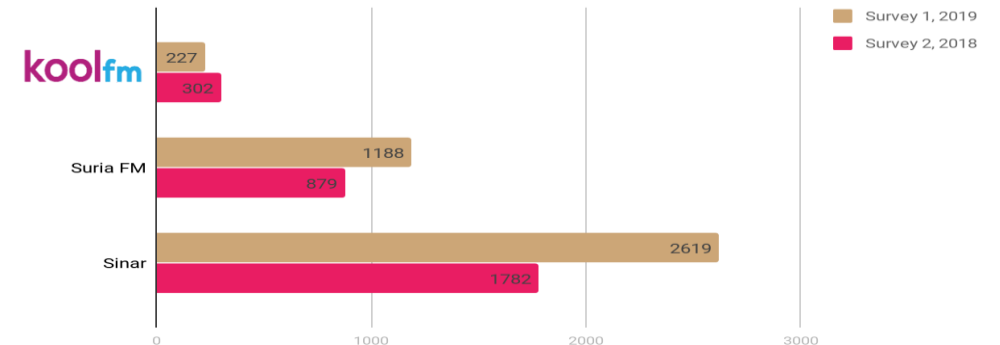
## No 1 Chinese Language Station for the Time Spent Listening

Chinese Listenership Age Below 30 (Cume in '000)



## Kool FM has near to 90% urban listenership

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



Source: GfK Radio Audience Measurement



# RIPPLE Into Digital Broadcast

## Digital Listenership (Online & Mobile)



Average Listenership/ Month	864,553	2,601,894	1,074,573	1,169,083
Average Unique Listenership / Month	139,861	406,006	177,972	174,287
Total Downloads Q3 2019	5,497	12,709	5,724	5,134

Source: RadioActive, Singapore



## Fully-Integrated Media Group with an Extensive Reach

**5.0 M**  
listenership  
yearly<sup>3)</sup>



primeworks  
studios

**Over 3.5 K**  
hours produced  
per year



**9.6 M**  
average views  
per day<sup>2)</sup>



**Over 200 M**  
eyeballs monthly

WOWSHOP  
**1.6 million**  
total unique customers

**5.3 M**  
readership  
yearly<sup>1)</sup>



1) Source: Nielsen (Jan – Dec 2018)  
2) Source : Nielsen (Jan – Sept 2019)

3) Survey 1, 2019: GFK Radio Audience Measurement

Info updated as at 30 Sept 2019.

# Financial Review



## 9M 2019 Financial Performance

### *Decline in Traditional Revenue Partially Mitigated by Growth in New Revenue*

	BAU 9M 2019	New Initiatives 9M 2019	Group Actual 9M 2019	BAU 9M 2018	New Initiatives 9M 2018	Group Actual 9M 2018	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	667,789	247,826	915,615	786,509	235,362	1,021,871	(10)
<b>Net revenue</b>	<b>569,127</b>	<b>232,287</b>	<b>801,414</b>	<b>674,827</b>	<b>220,011</b>	<b>894,838</b>	<b>(10)</b>
Royalties	(1,616)	-	(1,616)	173	-	173	(>100)
Net revenue after royalties	567,511	232,287	799,798	675,000	220,011	895,011	(11)
Direct costs	(173,299)	(132,894)	(306,193)	(259,915)	(119,872)	(379,787)	19
<b>Contribution</b>	<b>394,212</b>	<b>99,393</b>	<b>493,605</b>	<b>415,085</b>	<b>100,139</b>	<b>515,224</b>	<b>(4)</b>
Other income	15,816	1,076	16,892	63,722	1,279	65,001	(74)
Overheads	(352,720)	(113,177)	(465,897)	(403,045)	(124,681)	(527,726)	12
<b>EBITDA / (LBITDA)</b>	<b>57,308</b>	<b>(12,708)</b>	<b>44,600</b>	<b>75,762</b>	<b>(23,263)</b>	<b>52,499</b>	<b>(15)</b>
Finance costs	(14,688)	(192)	(14,880)	(17,757)	-	(17,757)	16
Depreciation & amortization	(98,687)	(4,416)	(103,103)	(53,939)	(2,549)	(56,488)	(83)
Loss before associate	(56,067)	(17,316)	(73,383)	4,066	(25,812)	(21,746)	(>100)
Share of associate's results	-	44	44	-	-	-	N/A
<b>PBT/(LBT)</b>	<b>(56,067)</b>	<b>(17,272)</b>	<b>(73,339)</b>	<b>4,066</b>	<b>(25,812)</b>	<b>(21,746)</b>	<b>(&gt;100)</b>
Taxation	(6,297)	475	(5,822)	749	(1,147)	(398)	(>100)
<b>PAT/(LAT)</b>	<b>(62,364)</b>	<b>(16,797)</b>	<b>(79,161)</b>	<b>4,815</b>	<b>(26,959)</b>	<b>(22,144)</b>	<b>(&gt;100)</b>
Minority interest	1,403	4,363	5,766	213	1,351	1,564	>100
<b>PATAMI/ (LATAMI)</b>	<b>(60,961)</b>	<b>(12,434)</b>	<b>(73,395)</b>	<b>5,028</b>	<b>(25,608)</b>	<b>(20,580)</b>	<b>(&gt;100)</b>
EBITDA margin	10%	(5%)	6%	11%	(11%)	6%	
PATAMI margin	(11%)	(5%)	(9%)	1%	(12%)	(2%)	

## Revenue Breakdown by Segment

*Maintained Commerce Growth Amid Tougher Operating Conditions*

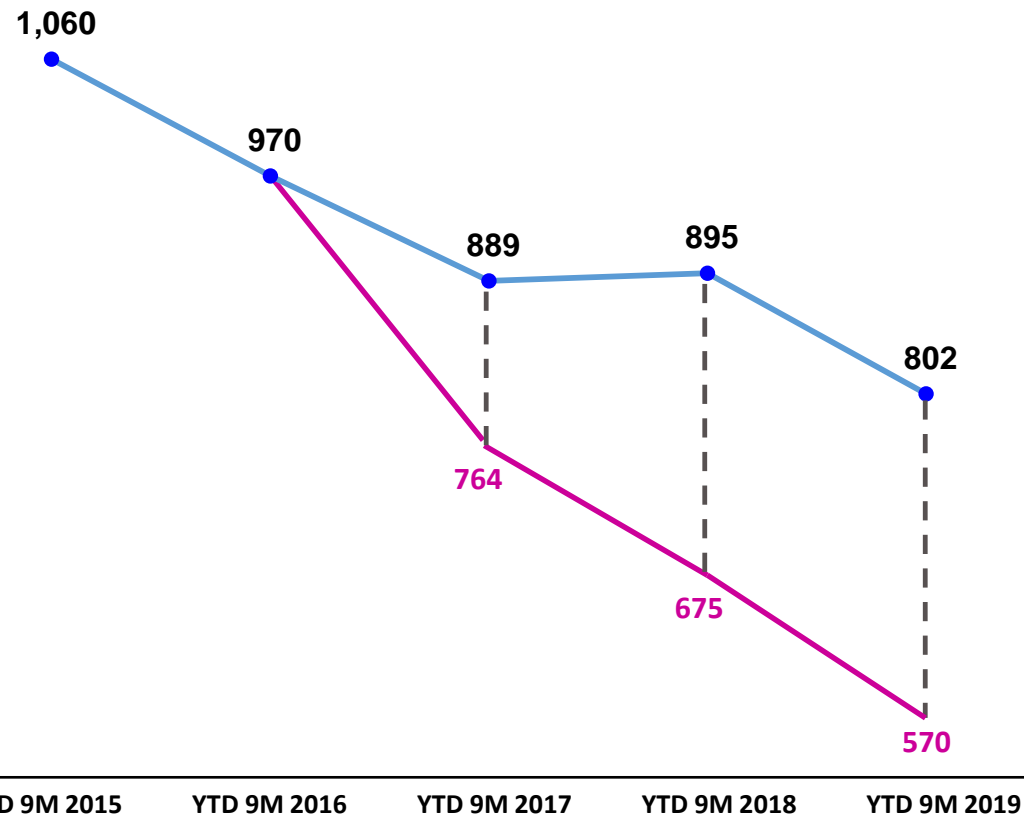
	Traditional			Digital			Home Shopping			Group		
Net Revenue (before Royalties)	FYE 9M FY19	FYE 9M FY18	Change	FYE 9M FY19	FYE 9M FY18	Change	FYE 9M FY19	FYE 9M FY18	Change	FYE 9M FY19	FYE 9M FY18	Change
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	497,440	587,010	(15)	61,510	60,496	2	-	-	-	558,950	647,506	(14)
Circulation	46,714	58,946	(21)	-	-	-	-	-	-	46,714	58,946	(21)
Commerce	17,799	25,801	(31)	3,182	3,842	(17)	169,947	151,889	12	190,928	181,532	5
Content	2,027	4,801	(58)	-	-	-	-	-	-	2,027	4,801	(58)
Property and others	2,795	2,053	36	-	-	-	-	-	-	2,795	2,053	36
Total	566,775	678,611	(17)	64,692	64,338	1	169,947	151,889	12	801,414	894,838	(10)



# Accelerating Group Transformation Plan

## Continue to Grow New Revenue Amid Traditional Revenue Decline

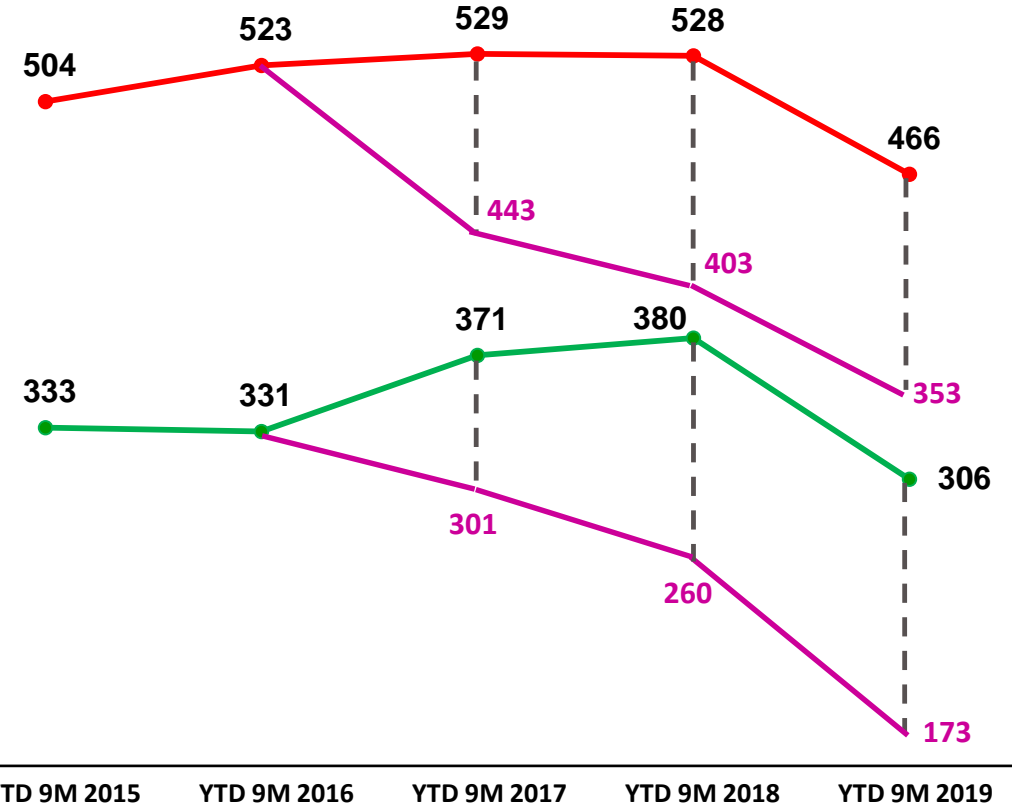
### Net Revenue Before Royalties



● Net revenue  
— BAU  
— Odyssey (incremental difference)

## Reinvesting Operating Costs in Transformation Initiatives

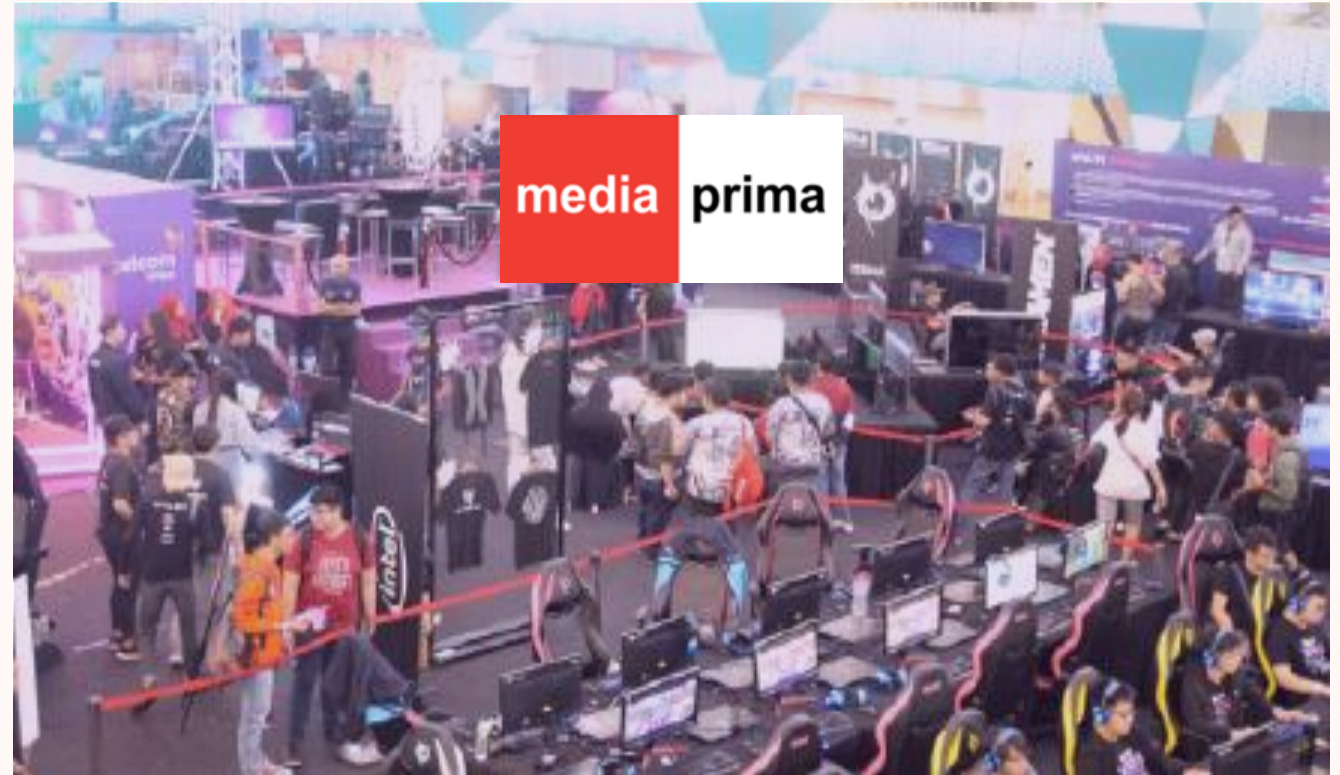
### Direct costs and Overheads



● Overheads ● Direct costs  
— BAU — Odyssey (incremental difference)

## Moving Forward

- ❑ Continue to build on the positive growth achieved by digital and commerce initiatives while taking measures to further improve costs and operational efficiencies.
- ❑ Continue to deliver more effective solutions across various media platforms to meet the evolving demands of the media industry.



# THANK YOU

For more information, visit  
**[www.mediaprima.com.my](http://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.