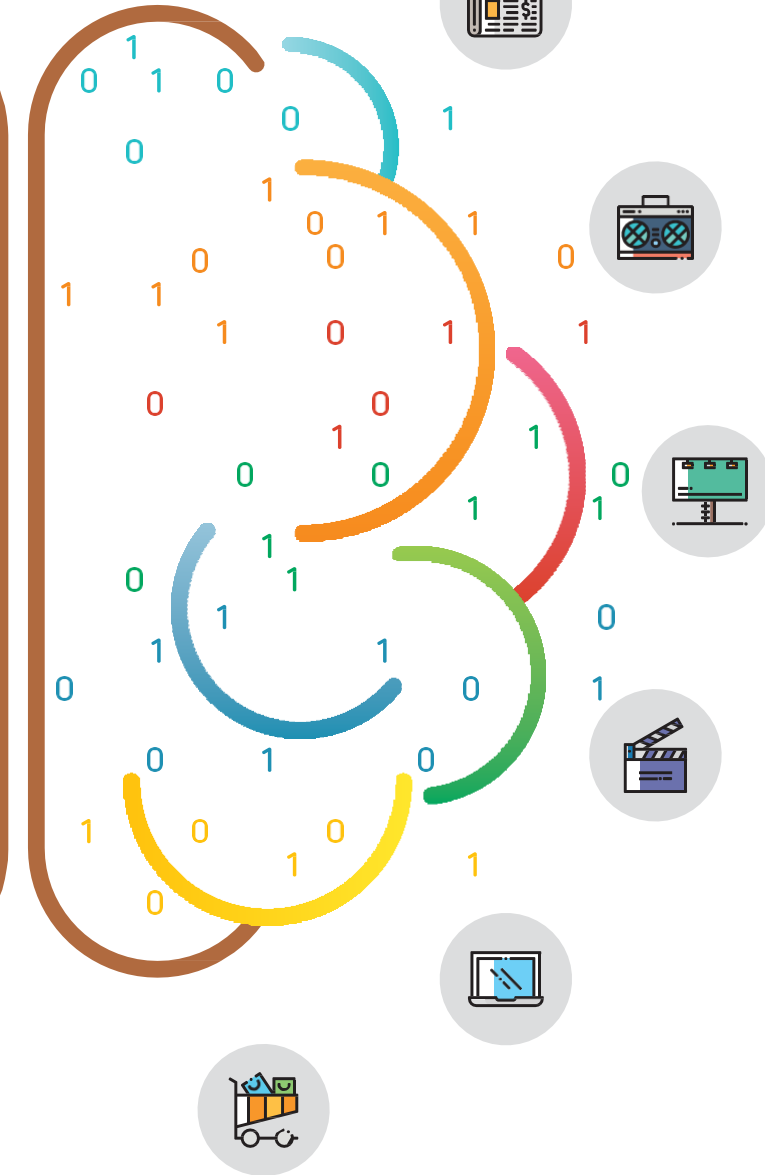


INNOVATING OUR



Investor Presentation

Financial & Business Review
for the Financial Year
Ended 31st December 2019

Concluding First Phase of Transformation Plan with an Improved 4Q 2019 Financial Performance

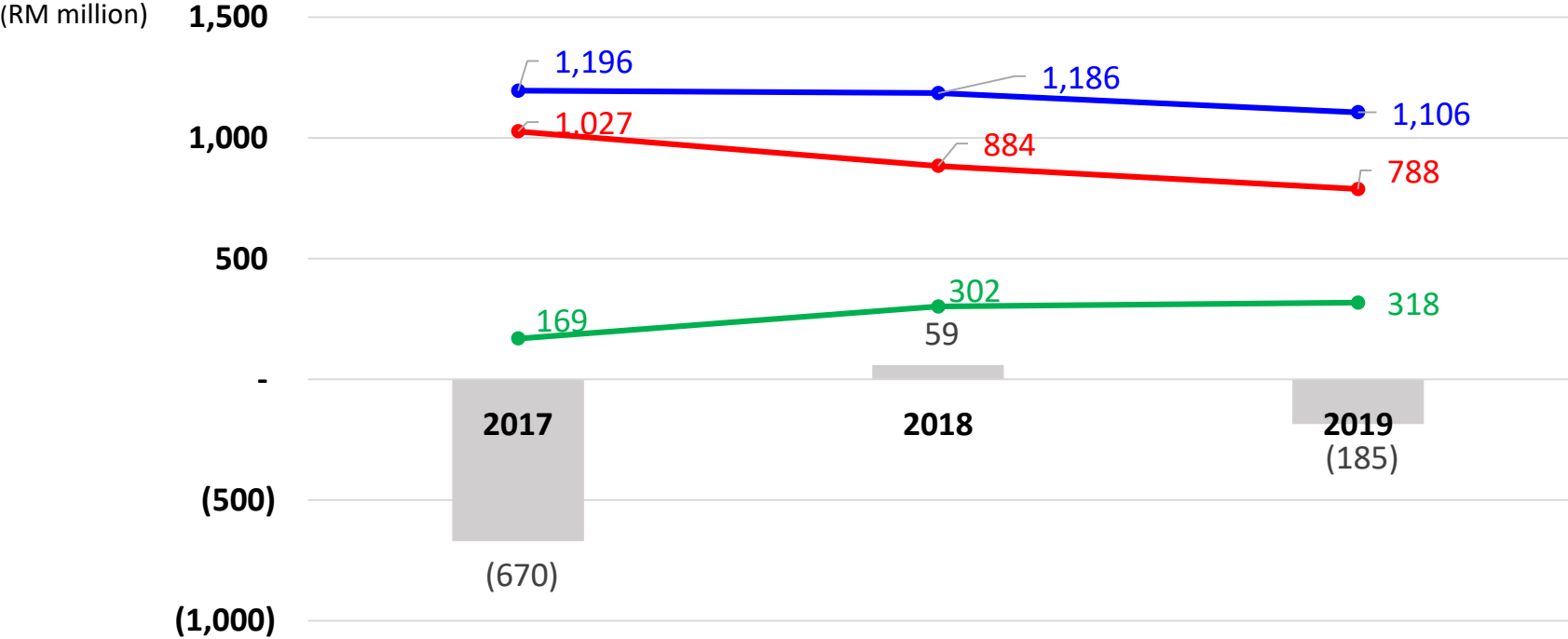
	Q4 2019 (RM'000)	Q4 2018 (RM'000)	Change (%)	FYE 2019 (RM'000)	FYE 2018 (RM'000)	Change (%)
Net Revenue before Royalties	304,625	290,899	5	1,106,039	1,185,737	(7)
EBITDA/ (LBITDA)	38,548	(17,805)	>100	83,148	(10,672)	>100
LBT	(99,662)	82,386	(>100)	(173,001)	60,640	(>100)
LAT	(106,327)	81,135	(>100)	(185,488)	58,991	(>100)
LAT (without EI)	9,749	(38,502)	>100	(69,412)	(106,012)	35

- Revenue for 4QFY19 increased by 5% to RM304.6 million against RM290.9 million in 4QFY18.
- If EI reported in both quarters were excluded, Media Prima would post a **PAT of RM9.7 million in 4QFY19** vs a LAT of RM38.5 million in 4QFY18.

Exceptional items ("EI") included the execution of an internal restructuring exercise in 4QFY19, and a one-off gain from a sale and leaseback arrangement in 2018.

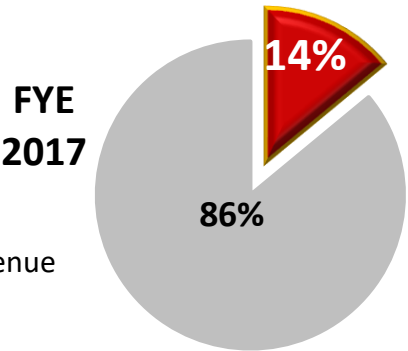


New Initiatives Continue to Record Increase in Revenue Contribution

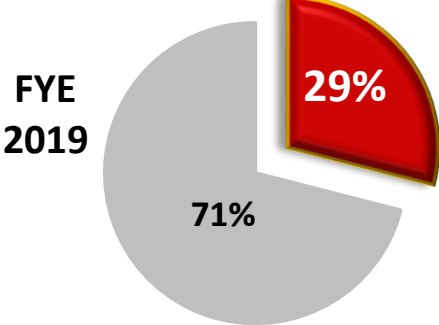
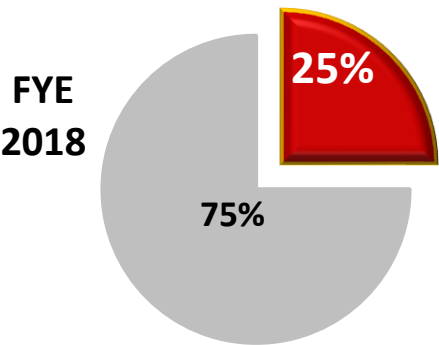


New Revenue* More than doubled since 2017

* Net revenue before royalties



New Revenue
Traditional Revenue





Digital and Commerce – Diversification

Net Revenue (before Royalties)	Traditional			Digital			Home Shopping			Group		
	FYE FY19	FYE FY18	Change	FYE FY19	FYE FY18	Change	FYE FY19	FYE FY18	Change	FYE FY19	FYE FY18	Change
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	679,473	765,328	(11)	82,919	89,257	(7)	-	-	-	762,392	854,585	(11)
Circulation	63,669	72,601	(12)	-	-	-	-	-	-	63,669	72,601	(12)
Commerce	33,291	31,997	4	5,000	4,159	20	232,292	213,138	9	270,583	249,294	9
Content	5,880	6,028	(59)	-	-	-	-	-	-	5,880	6,028	(2)
Property and others	3,515	3,229	9	-	-	-	-	-	-	3,515	3,229	9
Total	785,828	879,183	(11)	87,919	93,416	(6)	232,292	213,138	9	1,106,039	1,185,737	(7)



Success Stories of our Odyssey Journey

In 2017, MPB embarked on ***Odyssey Transformation Plan*** - a strategic initiative to reinvent the Group to become the leading digital-first content and commerce entity.

The 3-year strategic plan aimed to deliver three important targets:

1. **To increase revenue contributions from commerce and non-advertising sources;**
2. **To generate income from digital initiatives; and**
3. **To expand our revenue sources beyond Malaysia.**

Positive headway in Odyssey efforts

- 2017: Odyssey revenue increased by >100% YoY to RM169m in FY2017, contributing to about 14% of total revenue in 2017.
- 2019: Odyssey revenue reached RM318m, contributing to 29% of total revenue in 2019.

Success Stories



Expanded commerce capabilities via a partnership to launch CJ WOW SHOP in 2016. While Commerce is not yet profitable, it will continue their revenue growth via optimising fringe time slots.



Distributed popular and award-winning content to popular video streaming services to reach international audiences.



Expanded digital publishing portfolio under Rev Asia, Ripple and NSTP, through strategic acquisitions, new brand launches & product extensions



Became the No.1 choice for mobile content in Malaysia ahead of Google and Facebook, in 2018.



Recorded largest animation movie Box Office through Ejen Ali with Gross Box Office collection of RM30 m and counting. Pave ways for new investment in animation such as Alif & Sofea and Fridges.



Tied up valuable exclusive reseller partnerships with valuable digital brands i.e. Mashable, IGN, Vocket, Tantannews, Technave.



Odyssey has put Media Prima in a Stronger Position to Enter Next Phase of Business Transformation



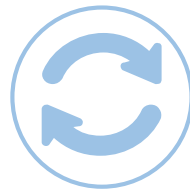
Traditional media landscape has changed at a rapid pace and scale, we continuously **review and disrupt our business model** to remain sustainable.



Through Odyssey, we have generated **>RM300 million new revenue per annum.**



Scaling up require **investments, time, talent and industry know-how.**



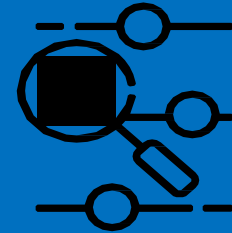
Transformation initiatives deployed required the Group to be agile - **adopting the fail fast approach & quick to remedy** to identify initiatives that will not bring the desired objectives.



We continuously **leverage on our reach to capture relevant data in both the digital space and traditional space.**



Operational Review





Breakout Year for Intellectual Properties



ASIAN ACADEMY CREATIVE AWARDS



PULANG



Best Sound



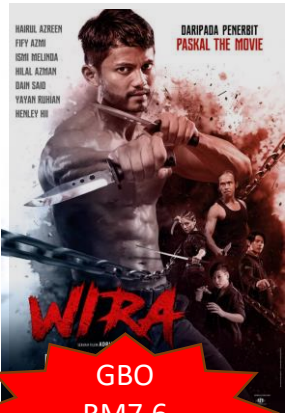
SANGKAR



Best Promo or Trailer

GB0
RM12.8
mill

New Film Releases in 2019



GB0
RM7.6
mill



Produced Top 5 Programmes FY2019 in Malaysia



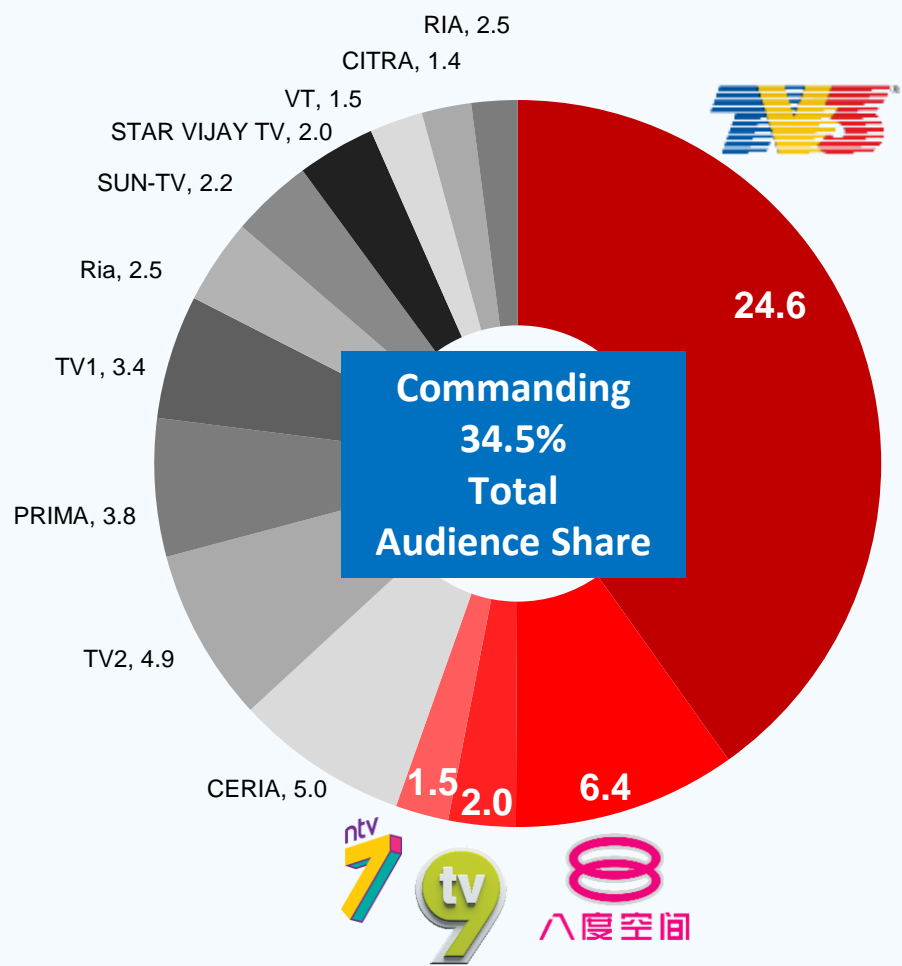
Highest-grossing Malaysian and Local Animated Film in 2019



Gross Box
Office
RM30.8
mill



Malaysia's Most-Watched Channels and Growing Home Shopping Business



Top 3 best selling items in 4Q 2019

Green Packet DTT Decoder



RIINO Rapid Air Fryer XL



MUGEN Smart Pressure Cooker



TV
58%

ECMC
42%

	FY2019	FY2018	Change
Total net sales	232mil	213mil	9%
Total quantity of items sold	1.47mil	1.30mil	13%
Total registered customers	527k	534k	1%
Total new SKUs	321	347	7%

Source: Nielsen Audience Measurement (1 January – 31 December 2019)



Unrivalled Digital Reach Across Multiple Platforms

Reaching Audience Daily Life Through Multiple Brands and Digital Platforms

53.8
mill



Digital Brands

Monthly Average Page Views

14.3
mill



Mobile

No. of Downloads

16.6 m UV
162.4 m PV



Publishing

PV - Monthly Avg. Page Views

UV - Monthly Average Unique Visitors

f 34.9 m
8.0 m
You Tube 180.0 m
8.1 m

Social Media

Followers/ Monthly Average Views

5.4 m



Audio

Monthly Average Digital Listenership



Digital First – Expanding our Digital Assets

Q4 2019 Top Performing Apps

Q4 Monthly Average
Active Users:

3.7M



MGO
MYGAMEON



Source : AppAnnie , Unity Platform,
Google Analytics

Digital Brands

63.1 m

Monthly
Average
Page Views

15.9 m

Monthly
Average
Unique Visitors



378.4k
subscribers



7.6 m
followers

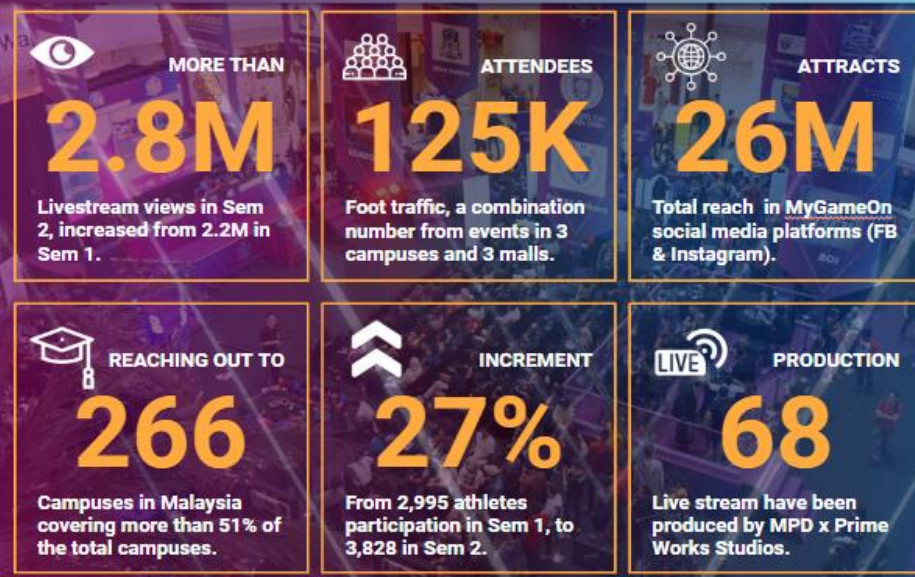


Media Ventures via Exclusive Advertising
Reseller Partnerships



Growing number of
sponsors in Season 2

KEK 2019 GROWTH STORY SO FAR!

















Digital First – Undisputed Leader in News & Editorial Content



Publishing Titles Website

Monthly Average Page Views	14.0 m	52.1 m	93.9 m
Monthly Average Unique Visitors	3.2 m	5.8 m	7.6 m

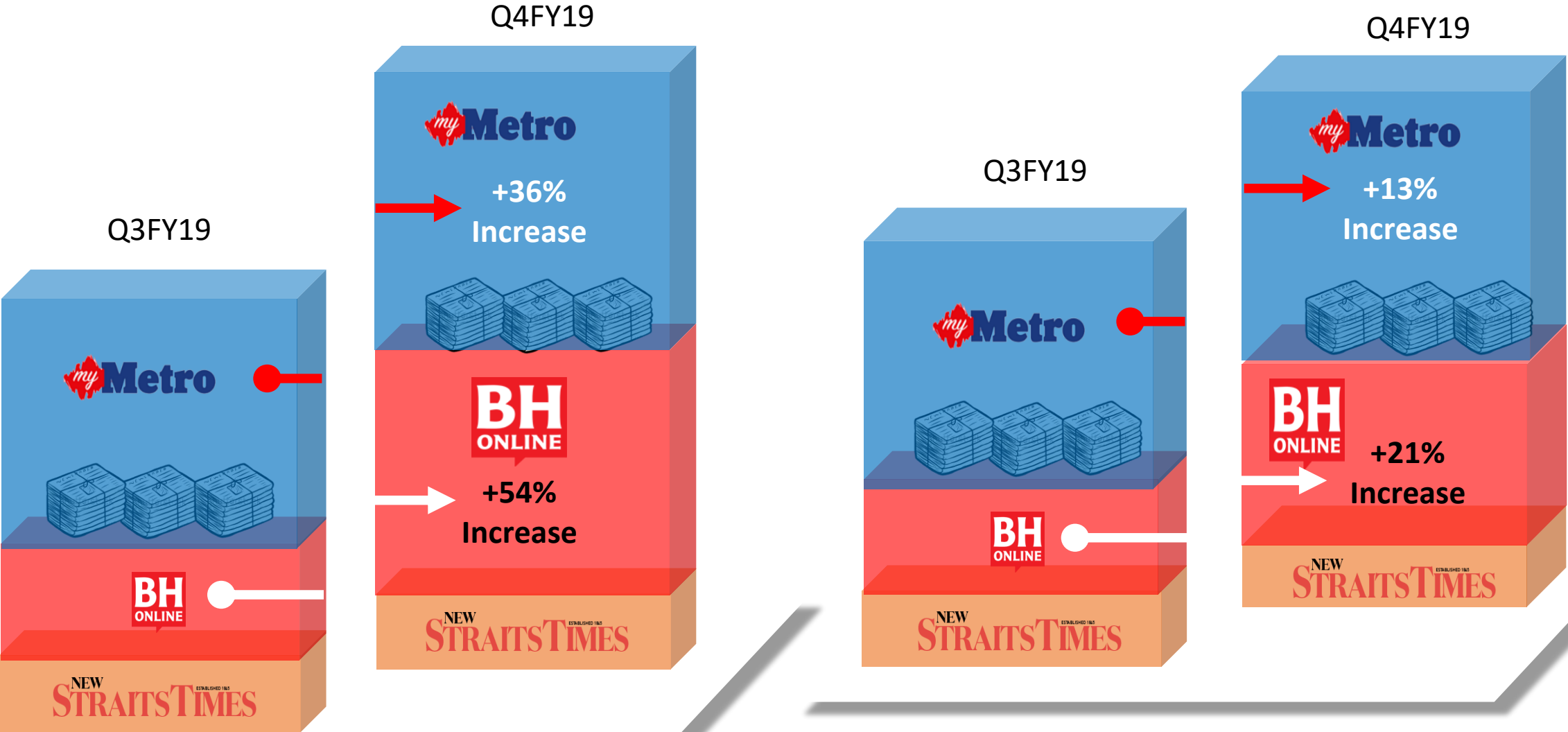
Social Media, Apps & Vertical Content :

Social Media	E-paper/Mobile App & TV	Educational Vertical	Lifestyle Vertical
 11.4 m <i>Total no. of likes</i>	   125.4 k <i>App. Downloads</i>	 22.9 k <i>Monthly Average Pages Views</i>	 204.0 k <i>Monthly Average Unique Pages Views</i>
 1.4 m <i>Total no. of followers</i>	   475..4 k <i>App. Downloads</i>	3.3 k <i>Monthly Average Unique Visitors</i>	
 3.0 m <i>Total no. of followers</i>		107.8 k <i>Total Apps Download</i>	144.7 <i>Monthly Average Unique Visitors</i>
 698.6 k <i>Total no. of subscribers</i>			

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



Improved Circulation in 4Q 2019



Average Daily Copies Sold

Circulation Revenue



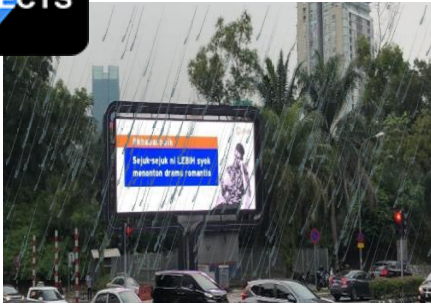
Transforming OOH Experience

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.



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.



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.



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.

Asset Premierisation

Technology Deployment

End to End Solutions

Widening Coverage



Cubig @ Sultan Ismail (AKLEH)



Beamers at SPRINT Pillars, Federal Highway



Redefining the Rules of Audience Engagement



Geng Pagi Hot grew by 32% across all age groups

3,671,000 weekly listeners!

Time Spent Listen increased from 5 hour 20 mins to **5 hour 51 mins**

47% increase in listeners with high household income *above RM4000*

PMEBs, Other White Collars grew by **29%**



Fly's AM Mayhem is No. 2 English breakfast show for age below 35

950,000 weekly listeners!

Time Spent Listen increased from 3 hour 38 mins to **4 hour 22 mins** for age 15-29

64% of listeners have high household income above *RM4000*

77% PMEBs, Other white collar and student



Pagi Hari Di Kool grew by 41% for age below 35

365,000 weekly listeners!

Time Spent Listen in weekdays show increased from 4 hour 54 mins to **6 hour 53 mins** for age 40-44

43% listeners have household income *above RM4000*

45% increase in personal income *>RM4001*



Morning Kaki grew by 6% for age 15-29

771,000 weekly listeners!

Time Spent Listen increased from 3 hours 16 mins to **5 hours 59 mins** for age 15-19

No 1 Time Spent Listen in Chinese Language Station with **6 hour 26 mins** for age 20-24

113% increase in personal income *above RM5000*



New Look

koolfm
temanmu • muzikmu



KoolFM

Tagline

SUARA SEMASA

TARGET AUDIENCE



PMEBs / SMEs / White Collar / Parents /
HHI RM 5,000

25 years old & above

Focus: Current, Social and Community News



Current Issues
(Eg. Policies & crime)



Relationships
(Eg. Family & couple)



Islamic
(Eg. Educational & motivational)



Business
(Eg. Tips & inspirational story)



Industry Base
(Eg. Technology, property development,
health, financial, education, etc)



Sports
(Eg. Games/championships, players info,
etc)



**Viral/Trending
Topics/Entertainment**
(Eg. Serious, humor, community related,
undiscovered news, etc)



Fully-Integrated Media Group with an Extensive Reach

5.6 M
listenership
yearly³⁾



primeworks
studios
Over 3.5 K
hours produced
per year



9.8 M
average views
per day²⁾

Over 200 M
eyeballs monthly



WOWSHOP
1.7 million
total unique customers

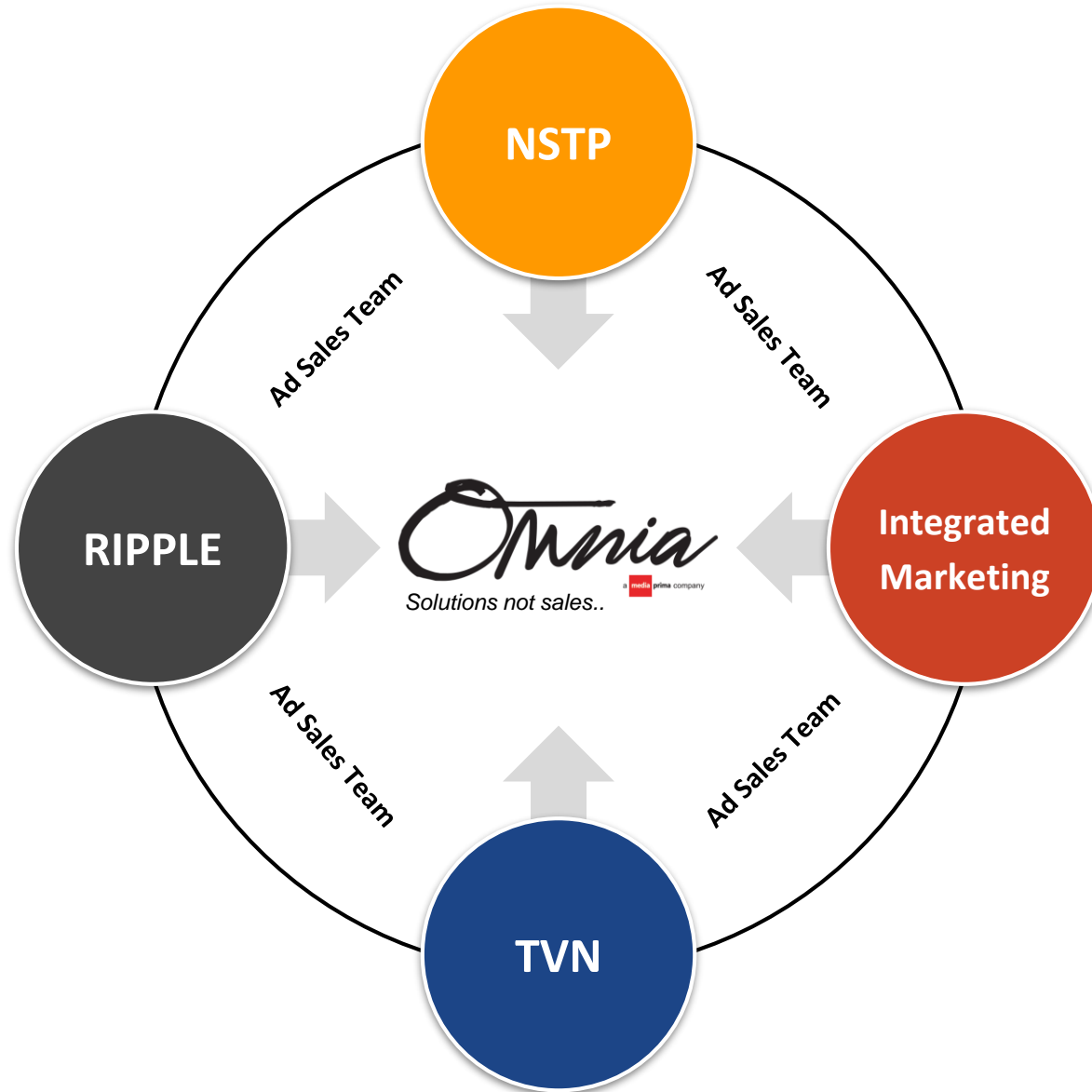
6.5 M
readership
yearly¹⁾



1) Source: Nielsen (July 2018 - Jun 2019)
2) Source : Nielsen (Jan – Dec 2019)

3) Survey 2, 2019: GFK Radio Audience Measurement

Info updated as at 31 Dec 2019.













Media Prima Omnia Sdn Bhd

- Spearheading Group's advertising sales function, **offering solutions**
- Resources are from Group's existing sales team from TVN, NSTP, Ripple and Integrated Marketing



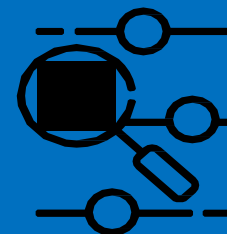
PRINT TOWERS SDN BHD

- A commercial printing company formed out of NSTP's Production and Distribution unit as a new wholly owned subsidiary of NSTP
- Will operate as a standalone commercial entity
- Launched operations on 1 January 2020
- Secured printing business from The Malaysian Reserve, Selangor Kini and Buletin Mutiara.

Publications	Publication Frequency	Printing for NSTP/ In-House Requirements
	7 days/week (Mon-Sun)	
	7 days/week (Mon-Sun)	
	7 days/week (Mon-Sun)	
   	Every Monday	External commercial printing
	5 days/week (Mon-Fri)	
	Every Thursday	
	Twice a month	



Appendix





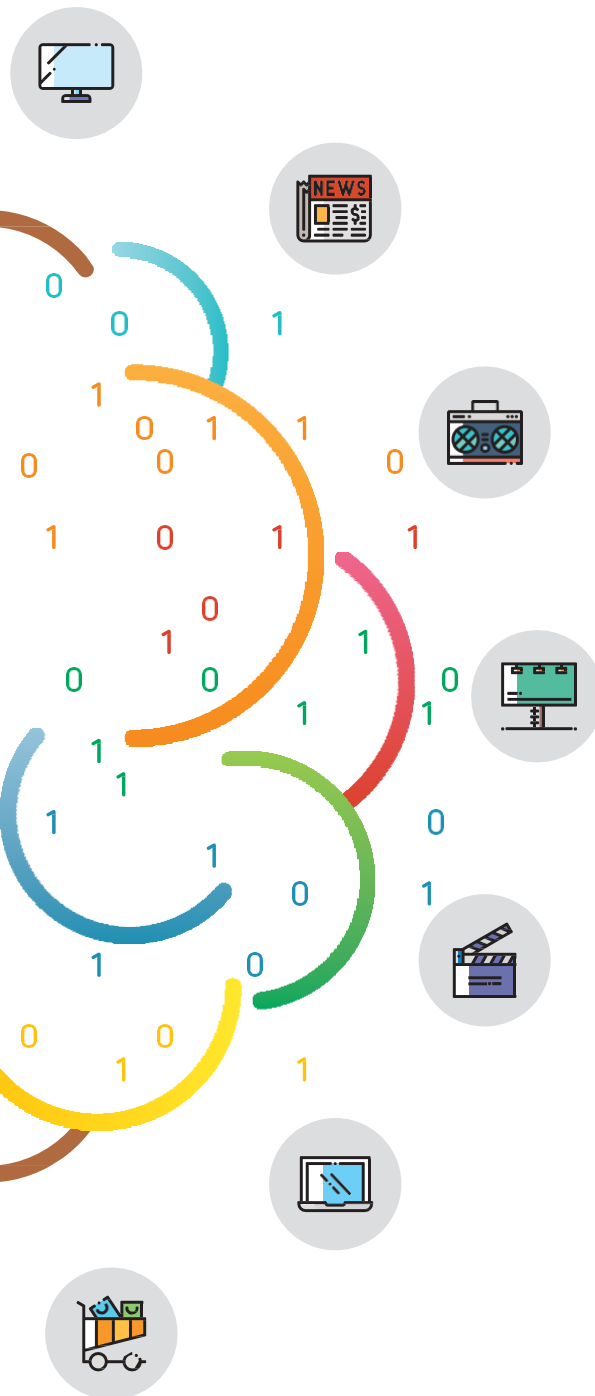
Successful New Revenue Generation

	BAU 2019	New Initiatives 2019	Group Actual 2019	BAU 2018	New Initiatives 2018	Group Actual 2018	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	932,956	338,462	1,271,418	1,034,655	323,832	1,358,487	(6)
Net revenue	788,081	317,958	1,106,039	883,808	301,929	1,185,737	(7)
Royalties	(2,048)	-	(2,048)	(374)	-	(374)	(>100)
Net revenue after royalties	786,033	317,958	1,103,991	883,434	301,929	1,185,363	(7)
Direct costs	(255,162)	(181,199)	(436,361)	(336,498)	(165,831)	(502,329)	(13)
Contribution	530,871	136,759	667,630	546,936	136,098	683,034	(2)
Other income	21,427	1,641	23,068	20,043	1,515	21,558	7
Overheads	(454,537)	(153,013)	(607,550)	(542,538)	(172,726)	(715,264)	15
EBITDA / (LBITDA)	97,761	(14,613)	83,148	24,441	(35,113)	(10,672)	(>100)
Finance costs	(16,428)	-	(16,428)	(19,405)	-	(19,405)	15
Depreciation & amortization	(120,942)	(2,832)	(123,774)	(70,466)	(3,820)	(74,286)	(67)
Loss before associate	(39,609)	(17,445)	(57,054)	(65,430)	(38,933)	(104,363)	(45)
Share of associate's results	-	129	129	-	-	-	100
PBT/(LBT)	(39,609)	(17,316)	(56,925)	(65,430)	(38,933)	(104,363)	(45)
Extraordinary Items (EI)	(116,076)	-	(116,076)	165,131	(128)	165,003	(>100)
PBT/(LBT) – After EI	(155,685)	(17,316)	(173,001)	99,701	(39,061)	60,640	(>100)
Taxation	(13,809)	1,322	(12,487)	305	(1,954)	(1,649)	(>100)
PAT/(LAT)	(169,494)	(15,994)	(185,488)	100,006	(41,015)	58,991	(>100)
Minority interest	2,496	5,142	7,638	(2,355)	1,987	(368)	>100
PATAMI/ (LATAMI)	(166,998)	(10,852)	(177,850)	97,651	(39,028)	58,623	(>100)
EBITDA margin	12%	-5%	8%	3%	-12%	-1%	-
PATAMI margin	-21%	-3%	-16%	11%	(>100%)	5%	-

INNOVATING OUR



DIGITAL FUTURE



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.