



Investor Presentation

Q1 2020 Financial & Business Review
21 May 2020

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Audience First: Rising Engagement Across TV During MCO

Media Prima TV Networks garnered an average total of **1.5 million viewers a day** during MCO



Record TV Viewership

Total 4+ viewers per day on average **+31%** vs Pre-MCO

News / Talk Show/ Drama are the **Most Watched** Program Genres on Media Prima TV Networks **During MCO**

Drama Viewership

+ 13%
vs Pre-MCO

10.4 mill

Pre-MCO

11.8 mill

MCO

Talk Show Viewership

+ 42%
vs Pre-MCO

2.5 mill

Pre-MCO

3.5 mill

MCO

News Programmes Viewership

+ 56%
vs Pre-MCO

7.1 mill

Pre-MCO

11.0 mill

MCO

Cumulative viewership of Dramas, Talk Shows and News Programmes
Measurement during pre-MCO period between 1 - 17 March 2020, and MCO period 18 - 31 March 2020
Source: Nielsen Audience Measurement (1 March - 31 March 2020)

Spike in Digital

Top News Group in Malaysia

MPB Group Sites

NST, Berita Harian, Harian Metro, OhBulan, Says - **Maintained highest combined traffic** during MCO against other media groups in Malaysia

(Source: SimilarWeb)

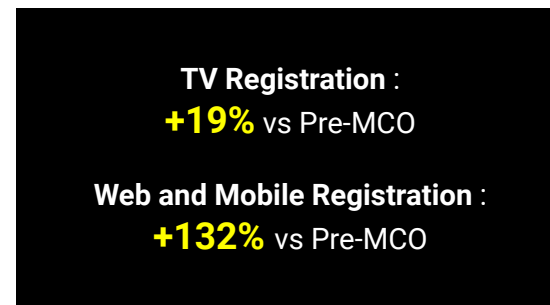
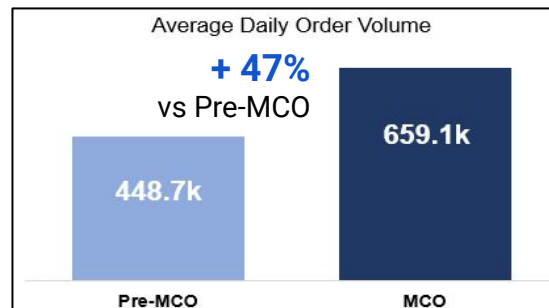
RIPPLE

Garnered a total of **1.9 million digital listens**, **+30%** vs Pre-MCO

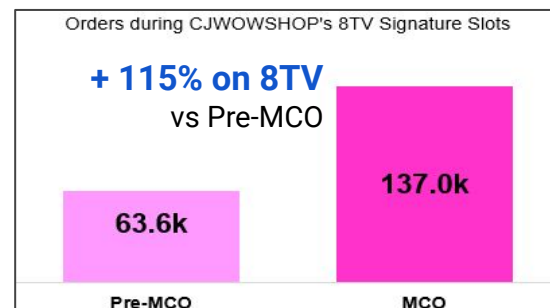
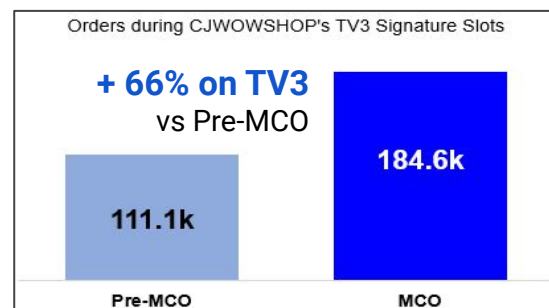
(Source: Radioactive)

Increased Buying from Home

New Eyeballs Towards TV



Order Spike on TV3 & 8TV



	Q1 2020 (RM'000)	Q1 2019 (RM'000)	Change (%)
Advertising revenue	148,700	165,793	(10)
Non-advertising revenue	89,736	73,309	22
Total revenue	238,436	239,102	(0)
EBITDA	3,572	(11,413)	>100
Loss after tax	(29,972)	(42,821)	30

- Revenue marginally declined against Q1 2019 impacted by lower advertising revenue during the period. Group's non-advertising revenue grew by 22% mitigating the decline in total revenue.
- Reflective of its cost management initiatives, the Group narrowed its net loss after tax ("LAT") to RM30.0 million in 1QFY20 compared to a LAT of RM42.8 million in 1QFY19.

Growth in Digital and Commerce Revenue

Group **digital revenue improved by 9%** to RM18.9 million on the back of a **12% digital advertising growth**

Group's **circulation revenue** and **commerce revenue** improved by **12%** and **24%** respectively mitigating the decline in overall revenue

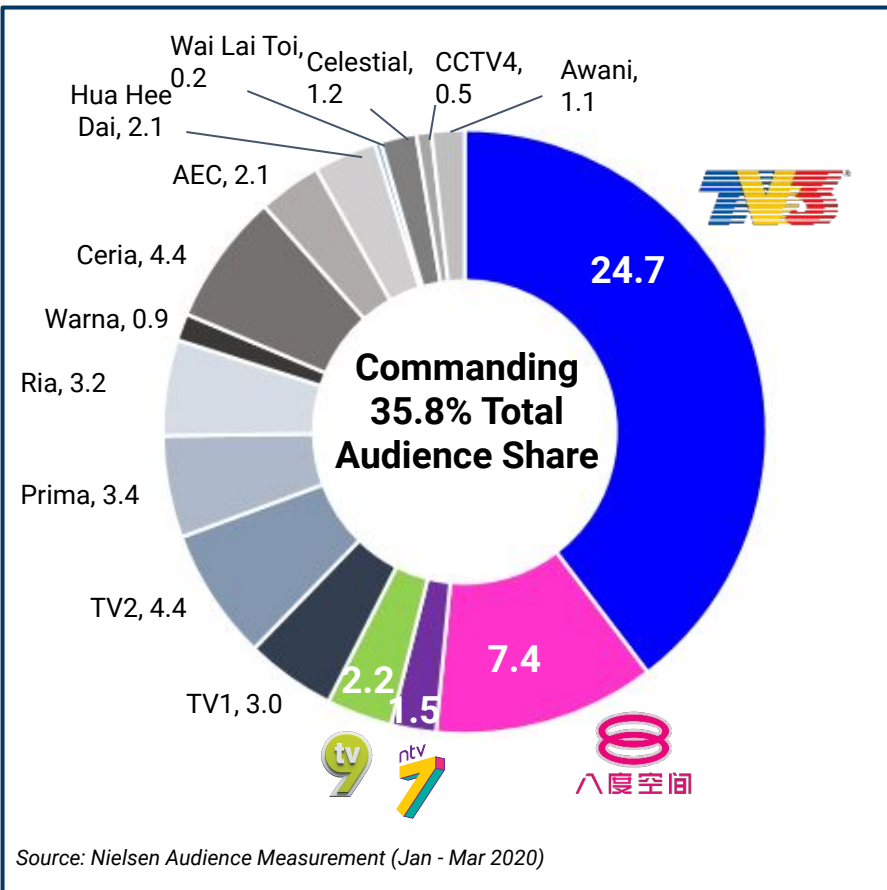
Net Revenue (before Royalties)	Traditional			Digital			Home Shopping			Total		
	Q1 2020	Q1 2019	Change	Q1 2020	Q1 2019	Change	Q1 2020	Q1 2019	Change	Q1 2020	Q1 2019	Change
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	129,979	149,026	(13)	18,721	16,767	12	-	-	-	148,700	165,793	(10)
Circulation	16,869	15,097	12	-	-	-	-	-	-	16,869	15,097	12
Commerce	6,290	2,212	>100	185	647	(71)	64,432	54,466	18	70,907	57,325	24
Content	1,136	13	>100	-	-	-	-	-	-	1,136	13	>100
Property and others	824	874	(6)	-	-	-	-	-	-	824	874	(6)
Total	155,098	167,222	(7)	18,906	17,414	9	64,432	54,466	18	238,436	239,102	(0)



Operational Review



TV Networks: Malaysia's Most Watched Broadcast Channels with a 36% Total Audience Share & 49% Prime Time Audience Share in Q1 FY20



Dramas, Entertainment and Documentaries Maintain High Ratings



3.4 million viewers



2.9 million viewers



2.6 million viewers



2.6 million viewers



Samarinda
2.4 million viewers



Lestary
2.3 million viewers



Akasia
1.9 million viewers



CJ Wow Shop: Double Digit Growth in Sales and New Customers

Net Sales

+ 18%

RM54.5m

Q1 2019

RM64.4m

Q1 2020

New Registered Customers

+ 13%

134,057

Q1 2019

151,564

Q1 2020

Quantity of Items Sold

+ 30%

327,204

Q1 2019

425,383

Q1 2020

Q1 2020 Sales Contribution

**TV
56%**

**Web and
Mobile
Platforms
44%**

Top 3 Best Selling items in Q1 2020

**RIINO Rapid
Air Fryer XL**



**Igozo 36m
Premium Granite
Wok**



**Mugen Twin
Set Fan**



Produced **4 out of the Top 10** programmes in Malaysia



2.9 mill viewers



3.4 mill viewers



2.6 mill viewers



2.3 mill viewers

New in-house programme and one external content of Primeworks Top 20 for Q1 2020 - **Studio Drama Sangat** and **Lazada 8th Birthday Home Edition**



1.4 mill viewers



1.4 mill viewers



Ejen Ali The Movie

- Astro First available beginning 29 February 2020, estimated **115,000 subscribers** as at 31 March 2020
- Successfully **released in 100 cinemas across Indonesia** on 1 January 2020
- For **Singtel PPV (Pay Per View)** in Singapore

YouTube channel: Total subscribers have **increased by 31%** since Q4 2019 to **1.91mil** as at 31 March 2020



Alif & Sofia

YouTube channel: **Increased subscribers by 52%** since Q4 2019 to 152,000 subscribers to date.

47 of 104 episodes have been uploaded with **29 million total views** from Jan-Mar 2020.

Ground activation 6-8 March 2020 **Alif & Sofia Indonesia Launch @ Big Bad Wolf Book Sale Jakarta**



Rock 1, Rock 2, and Rock 3 Films
Rock 4 - Film released in February 2020

For **Singtel PPV (Pay Per View)** in Singapore

Expanded Digital Reach Across Multiple Platforms

374.0
mill



Digital Brands

Monthly Average Page Views

22.9
mill



Mobile

No. of Downloads

15.2 mill UV
238.6 mill PV



Publishing

PV - Monthly Avg. Page Views UV - Monthly Average Unique Visitors

36.0 mill 701.6 mill
 7.9 mill 8.8 mill

Social Media

Followers/ Monthly Average Views

17.3 mill

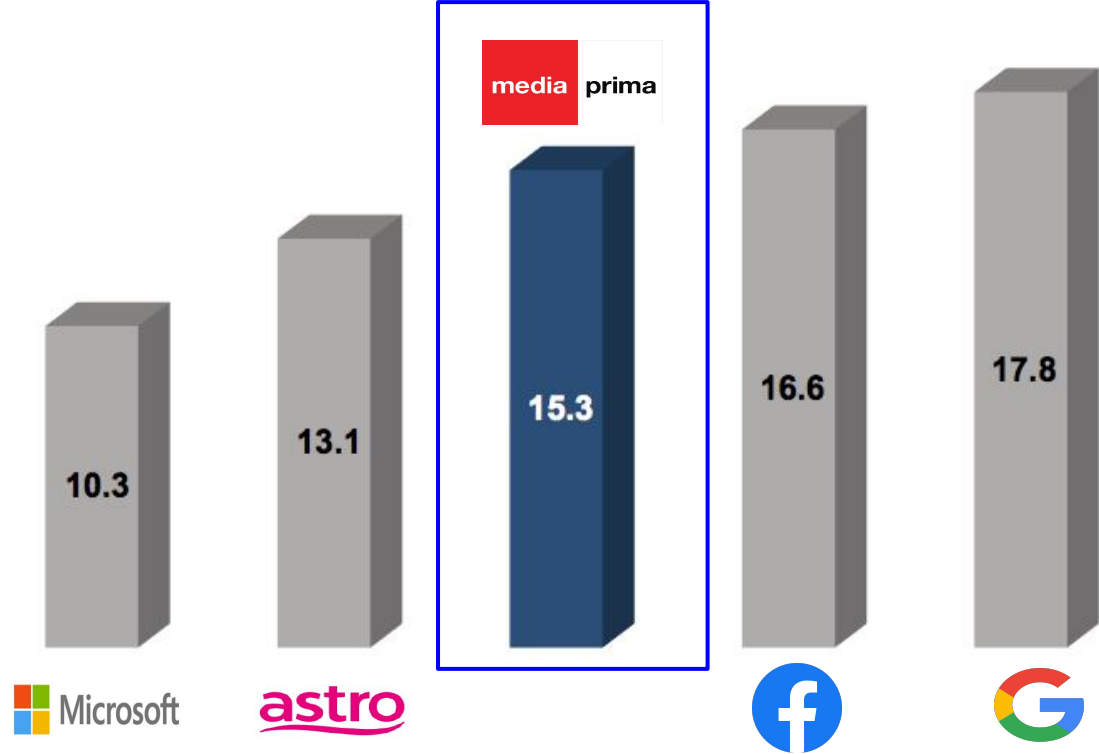


Audio

Monthly Average Digital Listenership

*Info as at 31 March 2020

Group's Digital Reach: Top 3 in Malaysia with the likes of Google and Facebook



Measurement: Unique Visitors (million)
Source: Comscore MMX March 2020

Games, News, Entertainment & Lifestyle Apps



tonton
tonton community

Apps within the group continues to deliver an average of
2.2M Monthly Active Users
of overall group audiences

Source: AppAnnie

eSports



Registration for the 3rd Semester

of Kejohanan E-Sukan Kampus ("KEK") which will be held fully online

Introduction of KEK Komuniti

komuniti.mygameon.my


A one stop virtual centre for student gamers to meet others, get updates on KEK, athlete statistics and rewards


Digital Publishing



90.6 mill
Monthly
Average
Page Views

8.7 mill
Monthly
Average
Unique
Visitors


426.0 k
subscribers


8.1 mill
followers

- **Says & Oh Bulan** continues **strong traffic position**
- **Chinese-language brands > 1M UVs monthly**
- **The Vocket** stabilising at a new normal of **> 1.8m UVs a month**
- **Overall deduplicated audience** stable at **> 8.5M UVs monthly**

Ripple: Wide On-Air and Digital Reach

Weekly listeners	> 5.1mil*
Q1 2020 Total Page Views	>12 mil**
Social Media Followers	>11.6 mil
Q1 2020 Total Video Views	> 206 mil***
Q1 2020 Total Commerce Users	> 70,000**



Source:

*GfK Radio Audience Measurement, Wave 2 2019

**Google Analytics, and

***Combined data from Facebook, Twitter, Instagram & YouTube (January - March 2020)

Upgrading
Overhead Panel
at LDP



Refurbishment
LRT Kelana Jaya
Line stations



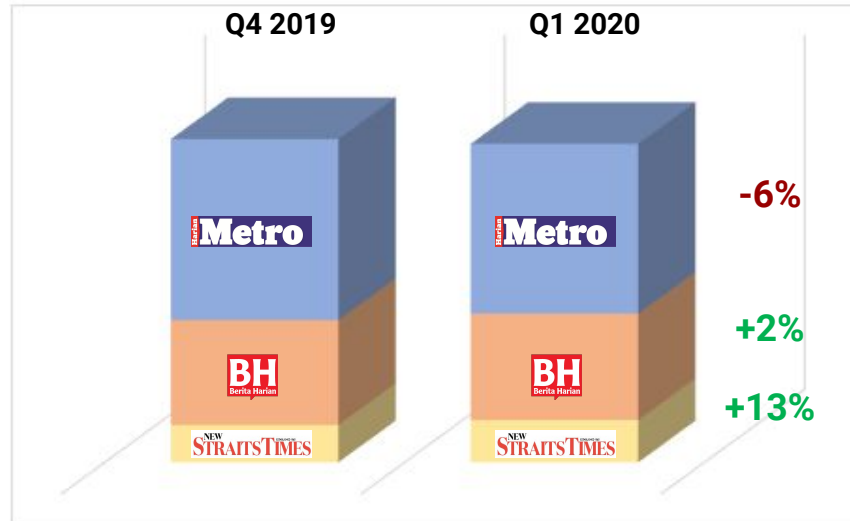
Big Capture Geofencing Technology
MRT



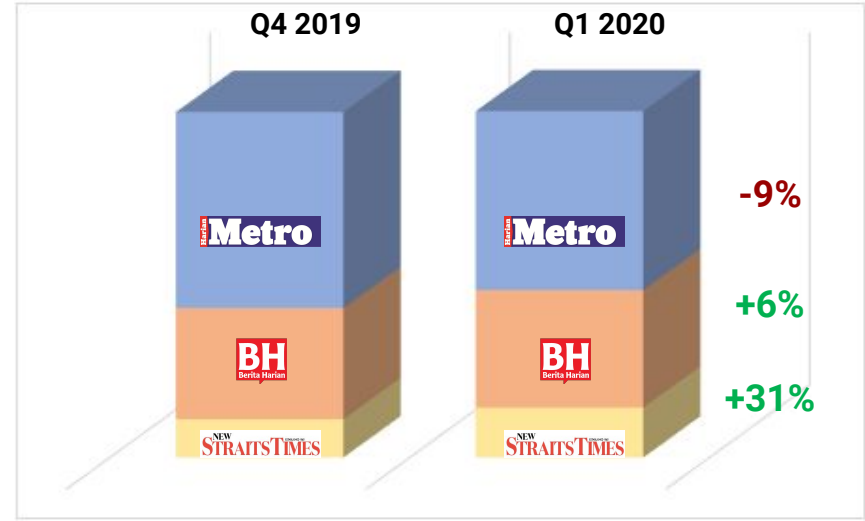
Online Banners



NSTP: Improving Newspaper Visibility, Defending Circulation Revenue



Average Daily Copies Sold










Circulation Revenue

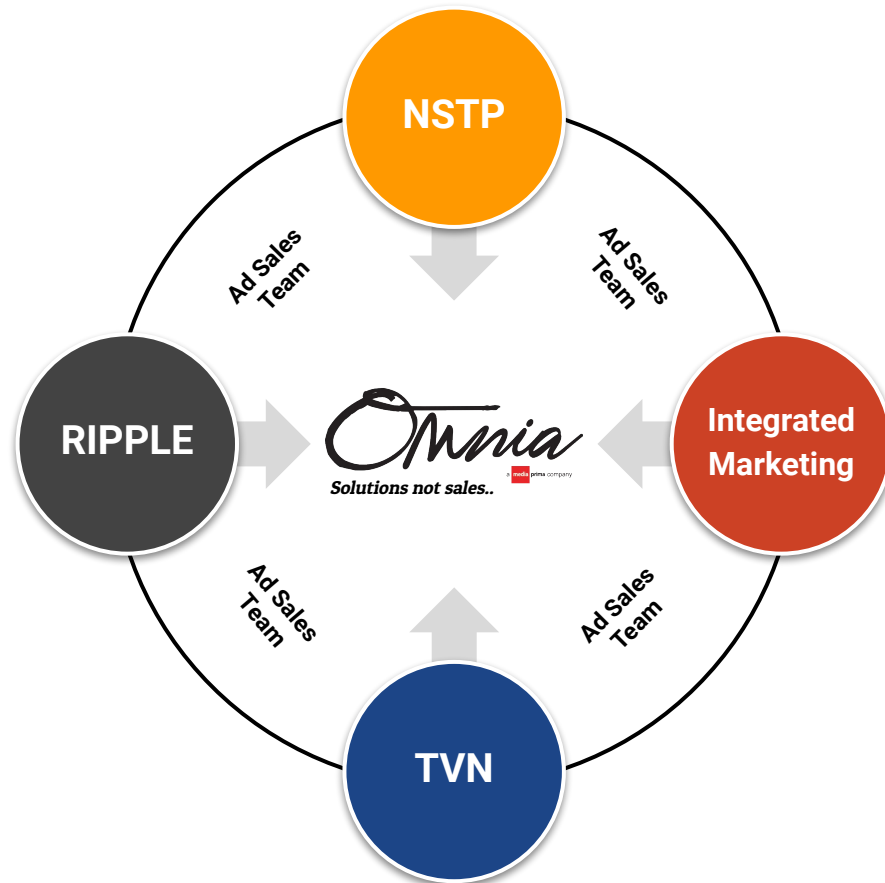


PRINT TOWERS SDN BHD

- A commercial printing company formed out of NSTP's Production and Distribution unit as a new wholly owned subsidiary of NSTP
- 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	
	7 days/week (Mon-Sun)	
	7 days/week (Mon-Sun)	Printing for NSTP/ In-House Requirements
	7 days/week (Mon-Sun)	
	Every Monday	
	5 days/week (Mon-Fri)	External commercial printing
	Every Thursday	
	Twice a month	

Omnia: Capitalise and Synergise our Advantage as the Nation's only Fully-Integrated Media Group



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



Appendix



Statement of Comprehensive Income

RM'000	Q1 2020	Q1 2019	Change (%)
Gross revenue	270,338	274,696	(2)
Advertising net revenue	148,700	165,793	(10)
Non-advertising net revenue	89,736	73,309	22
Net revenue before royalties	238,436	239,102	(0)
Royalties	(391)	(456)	14
Net revenue after royalties	238,045	238,646	0
Direct costs	(103,423)	(101,776)	(2)
Contribution	134,622	136,870	(2)
Other income	4,441	4,587	(3)
Overheads	(135,491)	(152,870)	11
EBITDA/(LBITDA)	3,572	(11,413)	>100
Finance costs	(3,592)	(3,770)	5
Depreciation and amortisation	(28,618)	(25,700)	(11)
Loss from operations	(28,638)	(40,883)	30
Share of associate's results	(19)	22	(>100)
Loss before tax	(28,657)	(40,861)	30
Taxation	(1,315)	(1,960)	33
Loss after tax	(29,972)	(42,821)	30
Minority interests	432	2,412	(82)
LATAMI	(29,540)	(40,409)	27
EBITDA margin	1%	(5%)	
LATAMI margin	(12%)	(17%)	

Key Highlights

- Net advertising revenue for the quarter declined by 10% against Q1 2019 following weaker adex and the COVID-19 impact to the economy.
- The decline in advertising revenue was mitigated by the growth in net circulation revenue and net commerce revenue by 12% and 24% respectively against Q1 2019.
- Continuous cost saving initiatives are reflected in the 11% reduction in overheads against Q1 2019.

Thank You

www.mediaprima.com.my

