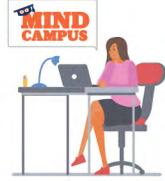
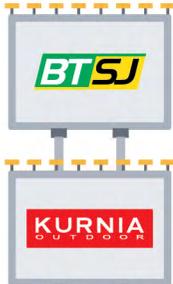


# AUDIENCE FIRST

Sustainability Report

2019



EVERYTHING,



EVERYDAY,



EVERYWHERE,



EVERYTIME,



EVERYONE





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DATUK (DR) SYED HUSSIAN ALJUNID



GROUP CHAIRMAN

## DEAR SHAREHOLDERS,

**It is a great privilege for me to present the Media Prima Sustainability Report to you for the first time.**

The rapidly-evolving behaviour and attitudes of our audience are affecting the media industry. People today have drastically changed how they consume content, partly due to new technology and the rise of mobile telecommunications. Members of the public are anxious about the industry's future but I assure you that Media Prima will continue to make critical decisions to meet the expectations of the empowered audience of this era. The pace of change is challenging and we have been exploring workable and sustainable options to restructure

the Group in response to the current operating environment. Continuing in our future endeavours, we are driven to become Malaysia's leading digital-first content and commerce company.

2019 was undoubtedly a complex year for Media Prima but it forced us to set a clear vision. Our direction is clear — Media convergence is the future and we will continue pushing digital innovations. As Malaysia's leading fully-integrated media company with a complete repertoire of media-related businesses in Television, Print, Radio, Out-of-Home Advertising, Content and Digital Media, we strongly believe in the power of leveraging our combined strengths. We continue to close the gap between traditional and digital to include robust targeting, channels that work together seamlessly and the ability to link online exposure with offline activity. Our operations have been enriched with innovative strategies, new business lines and management improvements, based on our fundamental principles and values.

The convergence of digital and sustainability is unexplored territory, which presents both challenges and opportunities. Digital transformation has an environmental, social and economic footprint. Our transformation

movement aims to incorporate values, transformation and digital into a shared economy model to mobilise people globally, connect resources and generate the social impact necessary to regenerate a sustainable planet.

As we strengthen our position as the leading digital-first content and commerce company, sustainability is becoming more important than ever. I have served Media Prima in various capacities over the years before being appointed as the Group Chairman in 2019. I witnessed the rich legacy of the Group's sustainability. Right from the beginning, Media Prima's success was built on close relationships with its audiences. Balancing this success with societal needs as a whole has always been part of the Group's ethos.

As we move forward, we remain focused on driving value and performance in our business. Concentrating on strengths that differentiate us helps us stand out and both the influence and insight of consumers is a force for good. We reach out to millions in our audiences and consumer base while making a positive impact and sharing our growth with people around us. This also involves investing in communities in our operations.

# STAYING TRUE TO WHO WE ARE

## LETTER FROM THE GROUP CHAIRMAN

**“Right from the beginning, Media Prima’s success was built on close relationships with its audiences.”**



I am proud of what we have already achieved, but I am also convinced that we still have so much left to do. We have ambitious plans for the growth of our business. The time is right to take a

giant leap forward and raise the bar for sustainability throughout the whole Group and across our entire value chain.

With the many regulations and an ever-more challenging economic environment within which we operate, my Board colleagues and I will continue to provide the governance framework and leadership to Media Prima. Together, we will continue strengthening our position as the leading digital-first content and commerce company as this is not something the Board can achieve alone.

On behalf of my colleagues on the Executive Committee, I would like to thank

all our employees for their hard work over the past year and their willingness to embrace change. I also wish to thank all stakeholders for their continuous trust and support. I hope you enjoy reading about our sustainability progress and as always, we welcome any comments and suggestions.

**DATUK (DR) SYED HUSSIAN ALJUNID**

*GROUP CHAIRMAN*



Datuk (Dr) Syed Hussian at the CSR programme in conjunction with Karnival Jom Heboh Penang 2019.

# REIMAGINING THE FUTURE OF MEDIA

## FORCES OF CHANGE IN THE OPERATING ENVIRONMENT

The global economic crisis and the transformation wrought by the rise of digital is creating the swiftest change in the media industry structure ever experienced. The number of prints is experiencing a downward trend while broadcast media are under threat as sliding advertising revenue hits an unmoving cost base. Yet as the world shifts towards what will be truly an all-encompassing media economy, extraordinary opportunities lie ahead for us.

### STRATEGIC RISKS 2019



#### INFINITE INFORMATION

In a connected world, people have access to every digital publisher on the globe. Hundreds of millions of people have effectively become publishers themselves, creating a phenomenal explosion in the volume of information available. Although only a small proportion of this information is worth digesting, it distracts and entices readers throughout their days. Media has fragmented into hundreds of millions of pieces.



#### RISE OF MOBILE MEDIA

The majority of people read articles and even books on their mobile phones. The launch of a swathe of e-book readers and tablet computers is shifting how we read digital documents from the desktop to lightweight portable devices that we can browse in a place of our choosing.



#### CONTENT DISCOVERY CHANGES

One of the most fundamental shifts in media has been how audiences find content. Audiences now discover articles, music and movies through recommendations, most popular lists, social media and aggregators. Single source content is being replaced by word of mouth discovery.



#### CHANGING CONSUMER MEDIA HABITS

Consumers' options for watching, listening and reading content have been broadened exponentially by new media and devices. Increasingly, media consumers are viewing video content on a computer or smartphone rather than a TV. The shift towards digital consumption is due to convenience and the personalised engagement that new media provides.



#### THREAT TO RADIO

Younger generations embrace streaming music. Millennial and Generation Z consumers are three times more likely than traditionalists and baby boomers to stream music each month.



#### MASS DIGITALISATION

The role of technology and data in business is increasing. The cost of technology continues to reduce and the devices used to access media are becoming more advanced and convenient.



#### MARKETING AND ADVERTISING

The demand for effective advertising is increasing along with the digitisation and purchasing of advertising.

## STRATEGY: SUSTAINING TRADITIONAL MEDIA WHILE EVOLVING INTO THE DIGITAL ERA

Sustainable growth is generated by realising digitalisation opportunities. We aim to increase shareholder value through revenue growth and improved profitability. Expanding our current business operations, and seeking growth opportunities in new businesses and markets, keeps us on track as a one-stop media solution.

We continue to respond to consumers' changing media consumption and build publishing brands into multi-channel media solutions. Adapting to customers' media needs by developing digital content and solutions helps us keep our place as the leading brands in the respective communities.

While there is much work to do and further challenges ahead, we will focus on accelerating our transformation plan and delivering returns to shareholders.

## IN THE VANGUARD OF DIGITAL TRANSFORMATION

The media industry has already been transformed by several waves of digitalisation. Technology remains at the heart of business operations as we create compelling content and reach new audiences.

Digital has become so important that the boundary between the media and technology industries has disappeared. Recognizing the impact this tough operating environment has on business performance, we are transforming from a traditional media Group into a digital-first organisation with diversified revenue streams. We will forge ahead with this transformation to remain relevant and defend our leadership position.

Three digital themes define our evolution. The application of these in our day-to-day operations will be discussed in later chapters of this report.



### Personalisation and Contextualisation

We continue to produce personalised content to engage consumers facing an information overload.



### Content Fragmentation

Content is now being distributed across an increasing number of platforms, devices and media.



### Partnerships and Industrialisation

As the creation and distribution of content have become fragmented, media partnerships have become more important. Technology allows us to partner with our audiences to co-create innovative content.



Big Tree's latest service, Big+, bridges out-of-home solutions with online capabilities.

# STAKEHOLDER ANALYSIS

Stakeholder analysis helps us identify the key stakeholders of all businesses, assess their needs and ascertain ways they may potentially affect business sustainability. We understand that the participation of stakeholders is very important to Media Prima's success.

Stakeholder Group	Method of Engagement	Areas of Interest	Addressing Their Interests
 <b>CUSTOMERS</b>			
<ul style="list-style-type: none"> <li>Television Broadcasting: Viewers</li> <li>Print Media: Readers</li> <li>Out-of-Home Media: Advertisers</li> <li>New Media: Viewers</li> <li>Content Creation: Brand Management Group, Acquisition and Content Management</li> <li>Radio: Listeners</li> </ul>	<ul style="list-style-type: none"> <li>Customer satisfaction surveys</li> <li>Customer complaints tools</li> <li>Social media</li> <li>Websites</li> </ul>	<ul style="list-style-type: none"> <li>Viewing preference</li> <li>Content development</li> <li>Technical support</li> <li>Social discourse</li> <li>Privacy and freedom of expression</li> <li>Children's rights</li> </ul>	<p>Our customers and the competition are instrumental to our prospects. We share a common goal across our organisation to give customers a value-added experience in society.</p>
 <b>SHAREHOLDERS &amp; INVESTORS</b>			
<ul style="list-style-type: none"> <li>Shareholders &amp; Investors</li> </ul>	<ul style="list-style-type: none"> <li>Results announcement meetings</li> <li>Annual general meetings</li> <li>Regular updates and communication</li> <li>Investor roadshows</li> </ul>	<ul style="list-style-type: none"> <li>Long-term profitability</li> <li>Sustainability matters</li> <li>Company's performance against targets</li> <li>Compliance with all relevant requirements</li> </ul>	<p>We are committed to delivering economic value to our capital providers by delivering a strong financial performance and engaging with them.</p>
 <b>INTEREST GROUPS</b>			
<ul style="list-style-type: none"> <li>Non-governmental Organisations</li> <li>Industry Analysts</li> </ul>	<ul style="list-style-type: none"> <li>Regular and ad-hoc meetings</li> <li>Official launches</li> <li>Events</li> <li>Open dialogue</li> <li>Interviews, press releases and websites</li> </ul>	<ul style="list-style-type: none"> <li>Company's performance</li> <li>Rights of vulnerable groups</li> <li>Future direction</li> <li>Influence digital media has on society</li> </ul>	<p>We include the views of interest groups when considering the impact our operations have on society.</p>
 <b>INDUSTRY PEERS</b>			
<ul style="list-style-type: none"> <li>Industry Peers</li> </ul>	<ul style="list-style-type: none"> <li>Conferences and meetings</li> <li>Industry workshops</li> <li>Networking events</li> </ul>	<ul style="list-style-type: none"> <li>Our performance</li> <li>Compliance</li> <li>Development within the media industry</li> </ul>	<p>We have an excellent record of engaging with industry players. By sharing ideas and inspiring positive change, we continue to make the greatest possible difference. We collaborate with key partners and engage with thousands of people every day.</p>

Stakeholder Group	Method of Engagement	Areas of Interest	Addressing Their Interests
 <b>VALUE CHAIN PARTNERS</b>			
<ul style="list-style-type: none"> <li>Third-party suppliers and vendors</li> <li>Event sponsors</li> </ul>	<ul style="list-style-type: none"> <li>Contract bidding and procurement management</li> <li>Training and talent management</li> <li>Programme roadshows</li> <li>Programme licensing negotiations</li> </ul>	<ul style="list-style-type: none"> <li>Fair procurement</li> <li>Efficient supply chain management</li> </ul>	Relationships with suppliers are governed by our supplier code of conduct. These guidelines, which conform to international ethical standards, stipulate the conduct expected from suppliers in areas such as economic sustainability, environmental sustainability and social responsibility.
 <b>COMMUNITY AND THE PUBLIC</b>			
<ul style="list-style-type: none"> <li>Community and the Public</li> </ul>	<ul style="list-style-type: none"> <li>Financial and non-financial contributions</li> <li>Philanthropic activities</li> <li>Volunteerism programmes</li> <li>Events and roadshows</li> </ul>	<ul style="list-style-type: none"> <li>Social and economic development contributions</li> <li>Socio-environmental impacts</li> </ul>	We strive to be a strategic partner and positive force in our local communities.
 <b>EMPLOYEES</b>			
<ul style="list-style-type: none"> <li>Employees</li> </ul>	<ul style="list-style-type: none"> <li>Employee satisfaction survey</li> <li>Employees engagement programme</li> <li>Internal communications such as newsletters, the intranet and updates</li> <li>Events and functions</li> <li>Employee grievance system</li> </ul>	<ul style="list-style-type: none"> <li>Equal opportunities</li> <li>Diversity</li> <li>Career progression</li> <li>Benefits and rewards</li> </ul>	Our employees are key to our innovation-driven culture. People are our success and we are committed to being a good employer.
 <b>REGULATORY AUTHORITIES</b>			
<ul style="list-style-type: none"> <li>Ministry of Communications and Multimedia Malaysia</li> <li>Perbadanan Kemajuan Filem Nasional Malaysia ("FINAS")</li> <li>Malaysian Communications and Multimedia Commission ("MCMC")</li> <li>The Malaysian Communications and Multimedia Content Forum of Malaysia ("CMCF")</li> <li>Consumer Forum of Malaysia ("CFM")</li> <li>Ministry of Finance ("MoF")</li> <li>Ministry of Home Affairs</li> <li>Dewan Bahasa dan Pustaka ("DBP")</li> <li>Department of Environmental ("DOE")</li> </ul>	<ul style="list-style-type: none"> <li>Regular communication</li> <li>Reports and compliance</li> <li>Periodical meetings</li> <li>Regular environmental reporting to the DOE</li> </ul>	<ul style="list-style-type: none"> <li>Compliance</li> <li>Reducing environmental footprint</li> <li>Compliance with environmental regulations</li> </ul>	We have established sustainability governance to manage risk, ensure compliance and operate with integrity at all times.

# MATERIALITY

**Materiality analysis helps us identify and assess a wide range of sustainability topic and prioritise them to show what is most important to Media Prima and its stakeholders.**

## METHODOLOGY

We conducted the Media Prima Stakeholders' Survey 2019 in the last quarter of 2019. An independent third-party was appointed to ensure impartiality and the anonymity of the respondents.



We asked stakeholders to rate the importance they placed on 17 economic, environmental and social issues. These issues, along with their related GRI topics, are presented in the table below.

Materiality Issue	Definition	Related GRI Topic
<b>Regulatory Compliance</b>	Preventing corrupt and anti-competitive behaviour and complying with all other economic, environmental and social legislation	<ul style="list-style-type: none"> <li>Anti-corruption</li> <li>Anti-competitive Behaviour</li> <li>Environmental Compliance</li> <li>Socio-economic Compliance</li> </ul>
<b>Economic performance</b>	The economic value generated and distributed among different stakeholders and the main economic impacts on society	<ul style="list-style-type: none"> <li>Economic Performance</li> </ul>
<b>Sustainable procurement</b>	Supporting local suppliers and promoting good environmental and social performance throughout the supply chain	<ul style="list-style-type: none"> <li>Procurement Practices</li> <li>Supplier Environmental Assessment</li> <li>Supplier Social Assessment</li> </ul>
<b>Nation-building</b>	Development of local infrastructure and services and their impact on the local community	<ul style="list-style-type: none"> <li>Indirect Economic Impacts</li> </ul>
<b>Local hiring</b>	Contribution to economic development in local areas and communities in which we operate	<ul style="list-style-type: none"> <li>Market Presence</li> </ul>

Materiality Issue	Definition	Related GRI Topic
 <b>ENVIRONMENT</b>		
<b>Environmental resources management</b>	Management of materials, water, effluents and waste	<ul style="list-style-type: none"> <li>• Materials</li> <li>• Water</li> <li>• Effluents and Waste</li> </ul>
<b>Energy and climate change</b>	Management of emissions and energy	<ul style="list-style-type: none"> <li>• Energy</li> <li>• Emissions</li> </ul>
 <b>SOCIAL</b>		
<b>Talent management</b>	Approach to hiring, recruitment, retention, working conditions as well as training, upgrading employee skills, performance and career development reviews	<ul style="list-style-type: none"> <li>• Employment</li> <li>• Training and Education</li> </ul>
<b>Protecting workers</b>	Workers' rights to join unions, enjoy a healthy and safe working environment, work without force or coercion and their consultative practices with employees and their representatives	<ul style="list-style-type: none"> <li>• Freedom of Association and Collective Bargaining</li> <li>• Occupational Health and Safety</li> <li>• Labour/Management Relations</li> <li>• Forced Labour</li> </ul>
<b>Diversity, equal opportunity and non-discrimination</b>	Approach to diversity and equal opportunity at work and eliminating all forms of discrimination	<ul style="list-style-type: none"> <li>• Diversity and Equal Opportunity</li> <li>• Non-discrimination</li> </ul>
<b>Human rights</b>	Protecting human rights including those of the indigenous population, security staff and young talents	<ul style="list-style-type: none"> <li>• Human Rights Assessment</li> <li>• Rights of Indigenous Peoples</li> <li>• Security Practices</li> <li>• Child Labour</li> </ul>
<b>Supporting local communities</b>	Supporting those living and/or working in areas that are economically, socially or environmentally impacted by operations	<ul style="list-style-type: none"> <li>• Local Communities</li> </ul>
<b>Responsible advertising and marketing</b>	Providing adequate information on the economic, environmental and social impacts of Media Prima's services	<ul style="list-style-type: none"> <li>• Marketing and labelling</li> </ul>
<b>Customer privacy and information security</b>	Protecting the safety, health, wellbeing and privacy of customers	<ul style="list-style-type: none"> <li>• Customer Health and Safety</li> <li>• Customer Privacy</li> </ul>
<b>Digital transformation</b>	Moving from traditional media to digital advertising, home shopping, e-commerce and video on demand	<ul style="list-style-type: none"> <li>• Non GRI topic</li> </ul>
<b>Content management</b>	Managing content for traditional and digital distribution channels	<ul style="list-style-type: none"> <li>• Non GRI topic</li> </ul>
<b>Quality and customer satisfaction</b>	Promoting quality throughout operations to ensure high levels of customer satisfaction	<ul style="list-style-type: none"> <li>• Non GRI topic</li> </ul>

# MATERIALITY

**We asked the respondents to indicate the level of importance they place on each criterion from ‘very unimportant’ (1) to ‘very important’ (5). They had the option to complete the survey in either English or Bahasa Malaysia.**

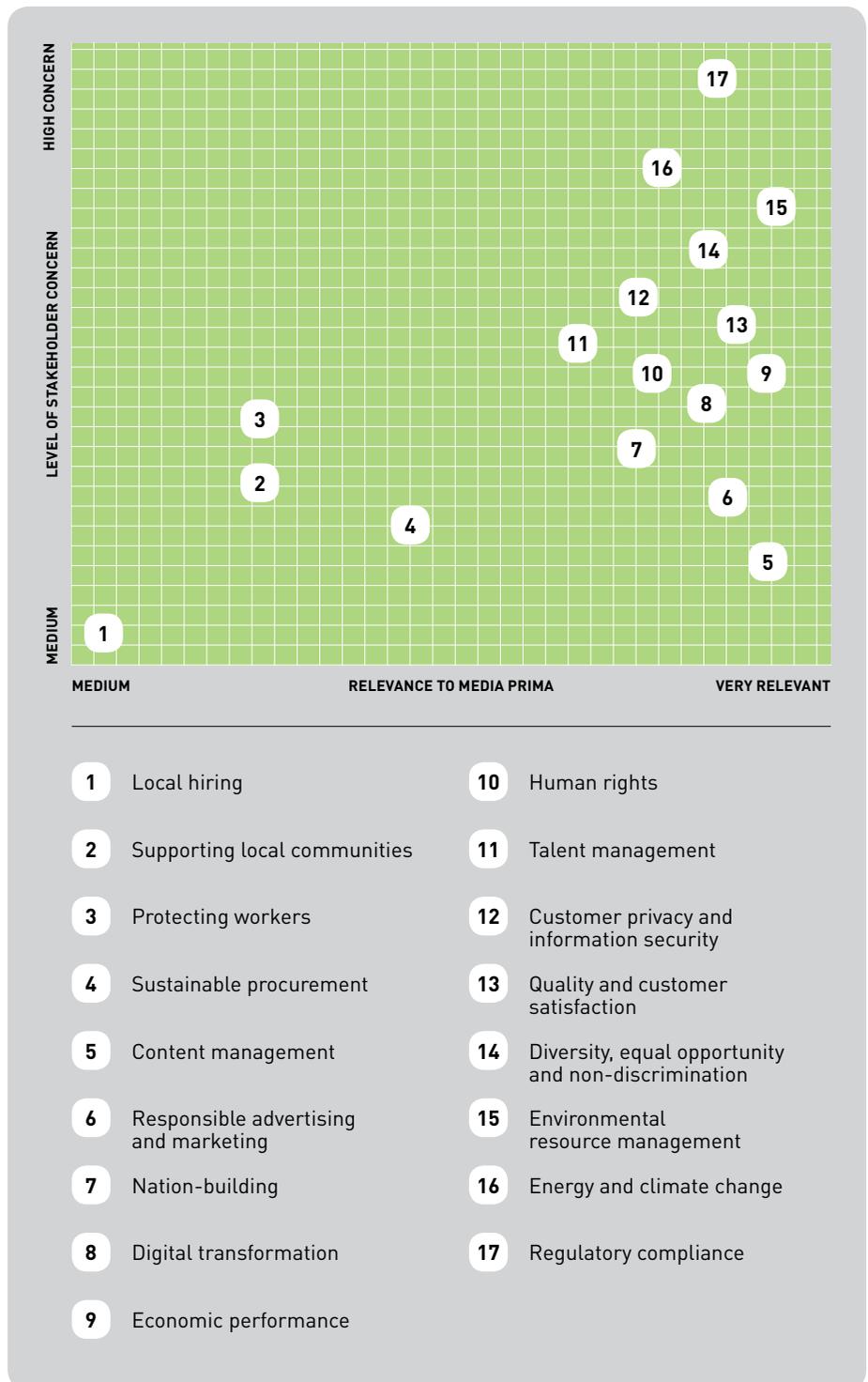
Discovering a natural skew in the results, we calculated a separate average score for each of the 17 areas within each stakeholder group before obtaining an average from all eight.

We also asked our Board of Directors and senior management team to complete a similar survey whose responses were used to represent Media Prima.

## RESULTS

The stakeholder scores ranged from 4.06 to 4.50 and Media Prima from 3.90 to 4.80. All issues were material to a larger or lesser degree.

We used the results of the analysis to develop a materiality matrix, with the level of importance to Media Prima plotted along the X-axis and importance to stakeholders on the Y-axis. This matrix is presented in the following diagram.



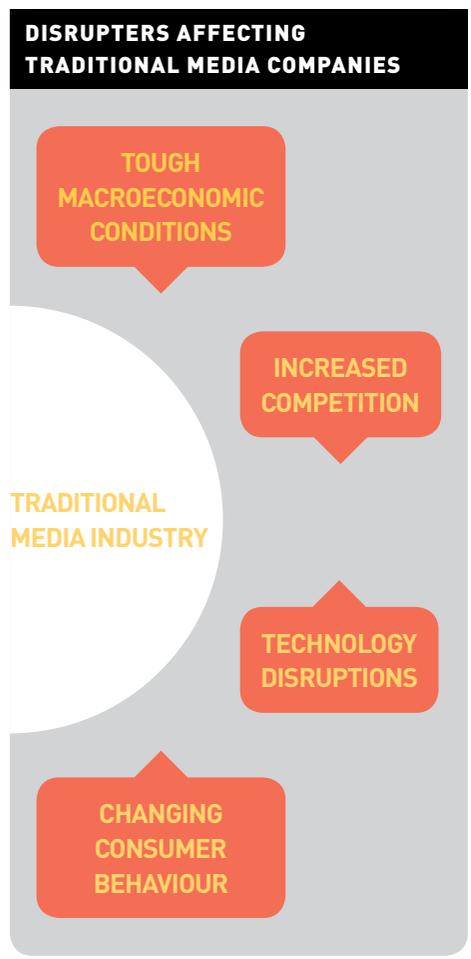
# ECONOMIC

## BEING A CATALYST FOR GROWTH

**This economic section concerns our impact on the economic conditions of stakeholders on local, national, and global levels.**

### BEING A CATALYST FOR GROWTH

The global traditional media industry is currently facing challenging times. Media companies are adapting to these trends and thinking to the future in a highly competitive business that is driven by advertising revenue.



We are committed to delivering shareholder value by capitalising on increased consumer demand for e-commerce and digital content. Adapting to an increasingly challenging and competitive operating environment, we are executing our business transformation plan which delivers new revenue streams while improving operational efficiency through structural changes within the organisation. This plan should improve our cost structures and create value in the short and medium terms.

New business initiatives and key structural changes to the organisation comprise organisational restructuring, manpower rightsizing

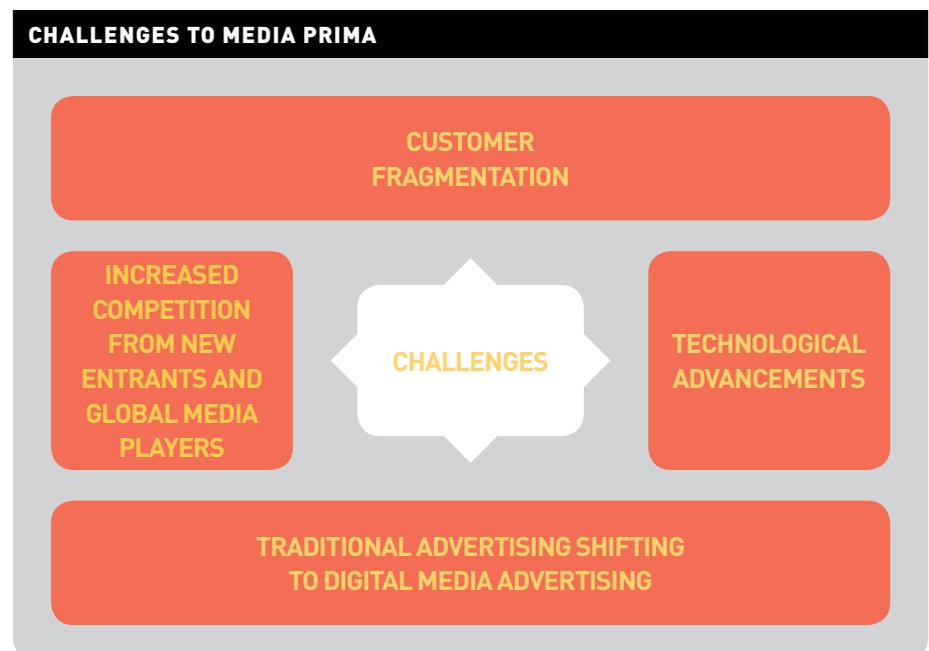
and print manufacturing facilities reduction while strategically investing in digital businesses. These digital initiatives have significantly expanded our audience base as they complement the existing mass market already reached through our television, print and radio businesses.

### STAYING RELEVANT TO OUR AUDIENCE

Staying relevant to audiences is difficult when trends and preferences are transforming so rapidly. As the world changes, so do audiences — with a greater number of distractions, choices, opportunities and access to entertainment.

### Survival of Those Most Adaptable

We continue to forge ahead with technological-based changes amid challenges in the media sector. Technology accelerated the need for a change in business strategy to remain relevant. Our primary focus remains on offering services that are relevant to the community with only the delivery being subject to change.



# ECONOMIC

Capitalising on our strengths, we ensure that audiences consume content and products on their chosen platform. This content is produced in the most efficient manner possible.

The industry is entering an exciting and dynamic phase and we do not consider current trends as a struggle between digital and traditional media; rather a need to embrace and manage technology.

## TRANSFORMATION STRATEGY OBJECTIVES



Our audience is at the heart of the organisation as we forge a closer relationship with our stakeholders.

### DIGITAL PUBLISHER OF THE YEAR

Media Prima reviewed the prestigious 'Digital Publisher of the Year' award at the Malaysian Digital Association ("MDA") d Awards 2019 on 11 April 2019.

We have reached many milestones since embarking on our transformation journey. Being recognised as 'Digital Publisher of the Year' signals that we are on the right track to becoming Malaysia's leading digital-first content and commerce company.

We were also nominated in four other categories:

1. 'Best Use of Social Media' (REV Asia's Watsons Campaign)
2. 'Best Tech Developer' (myUndi)
3. 'Best Use of Mobile' (Mak Cun's Adventure)
4. 'Digital Person of the Year'

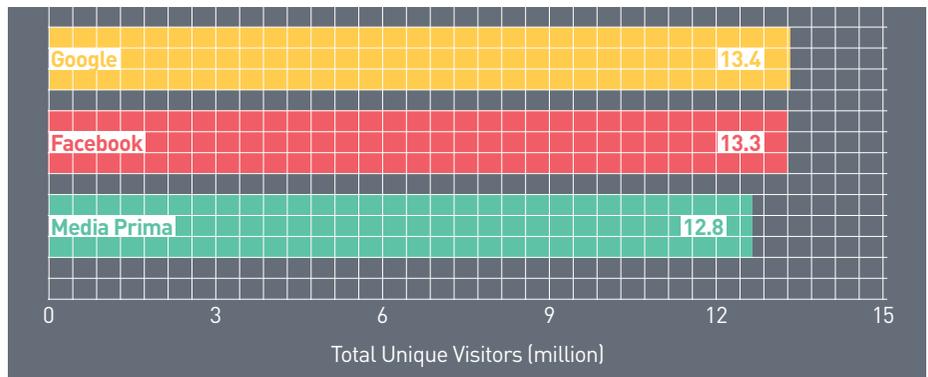
The d Awards recognise and honour the talents and brands that embrace and use digital technologies. The awards, now in their third edition, celebrate the best-in-class digital campaigns and ideas that Malaysian brands offer.

### NUMBER ONE FOR MOBILE CONTENT IN MALAYSIA

Media Prima broke another record in January 2019 by becoming the most popular choice for mobile content in Malaysia.

In December 2019, Media Prima had 12.8 million unique visitors according to Comscore Mobile Metric (R) Top 100 Properties. This showcases the positive progress of our transformation efforts to become Malaysia's leading digital-first content and commerce company.

## COMSCORE MOBILE METRIC® TOP 100 PROPERTIES, TOTAL AUDIENCE, DEC 2019



This rapidly expanding digital reach is due to implementing digital-first strategies across the Group. NSTP, REV Asia and RIPPLE have all benefited as we have capitalised on increasing demand for digital content.

## REV ASIA'S EXTENSIVE PORTFOLIO OF POPULAR ONLINE BRANDS



REV Asia's extensive portfolio of popular online brands now includes:

- The Vocket — a popular Malay-language social news portal
- Mashable Southeast Asia — a highly renowned brand for the latest digital news
- TanTanNews — a prominent Chinese-language social news media and content portal
- IGN Southeast Asia — a highly renowned brand for all things video game related

The evolution of Media Prima Radio Networks into RIPPLE created more opportunities to connect with audiences with the launch of seven new digital assets — Dhia, Donna, Lunaria, TheLaki, Likely, Chapters and Wakeke. We aim to connect with audiences through synergising digital media, radio broadcast and commerce. RIPPLE's large digital community includes 10.7 million social media followers, 5.1 million listeners and 366.7 million total digital views on average to date.

Our digital strategies are paying off as we are the first local media company to outrank the global media giants in Malaysia. This also represents the huge potential for advertisers to engage and reach out to the mass mobile audience through Media Prima's network.

## The evolution of Media Prima Radio Networks into RIPPLE created more opportunities to connect with audiences with the launch of seven new digital assets

### TAPPING THE NATION'S GROWING HOME SHOPPING AND E-COMMERCE

E-commerce is a huge platform that is growing at an unprecedented rate globally. The reason is simple – you can shop for anything from the comfort of your own home.

Launched in April 2016, CJ Wow Shop continues to show an encouraging trend, recording a 9% increase in revenue in 2019. We plan to increase its exposure to further tap the nation's growing home shopping and e-commerce markets by diversifying into more local product offerings.

There was also significant growth in our digital advertising revenue. We are cautiously optimistic about the potential of our new business initiatives. CJ Wow Shop has helped cushion the decline in traditional revenue by contributing RM232 million in sales in 2019.

### SUPPORTING MALAYSIA'S DIGITAL ECONOMY: A NEW DRIVER OF DEVELOPMENT

The Malaysian 2020 National Budget was themed "Driving Growth and Equitable Outcomes towards Shared Prosperity". It focuses on strengthening the country's digital infrastructure, building a more inclusive society and empowering the youth. Malaysia is poised to be a digital-first economy with a robust digital and social infrastructure that works to bridge the opportunity divide and become a high-income nation. The Malaysia 2020 Budget reflects the Government's commitment to increasing connectivity throughout Malaysia in preparation for digital transformation.

We remained focused on honing our competitive advantage in the digital media landscape while keeping a close watch on our traditional media segments. In 2019, we continued to dominate the digital space with our award-winning content, going global and tapping a new ecosystem.

### ETHICS AND INTEGRITY

Our commitment to integrity and transparency is clearly stated in the Employee Handbook and Code of Conduct which are distributed to all employees upon joining the Company. All forms of corruption including bribery, fraud and trading in influence are forbidden when doing business. Various training programmes on anti-corruption are held to remind employees of Media Prima's stand on this unethical behaviour.

The Board of Directors oversees our compliance with anti-corruption policies. Every employee is responsible for preventing and reporting instances of suspicious behaviour through our whistle-blowing channels.

Our anti-corruption policy is also communicated to suppliers, contractors, subcontractors and other third parties with whom we work. Every



contractor, subcontractor and third party is subject to corruption and bribery risk assessments, especially those in the 'high risk' category and must declare they are not involved in any misconduct, unethical or illegal behaviour. The screening of new and business partners for corruption and bribery is part of our due diligence in the context of Media Prima's compliance requirements.

### SUSTAINABLE SUPPLY CHAIN

The media industry moves quickly. New technologies and the growing use of media channels by global stakeholders create unique challenges to manage corporate risk and sustainability opportunities as well as strategies for engagement that deliver results.

Media Prima continues to work on integrating sustainability into business strategies. In our context, this means having best practices in:

- Privacy and freedom of expression
- Responsible advertising
- Responsible content
- Supply chain management and licensing
- Environmental protection and climate management
- Sustainable lifestyles
- Sustainability education

Media Prima conducts risk assessments for existing and potential projects that include elements of ethical labour practices. All external stakeholders and supply chain partners must comply with all applicable trade, environmental, labour and employment laws, ordinance, by-laws, rules, regulations or orders.

# ENVIRONMENT

**The pressures on the earth's limited natural resources and the challenge of climate change require prompt and concerted action from us all. We take wide-ranging measures to protect biodiversity, reduce our consumption of water, energy and other resources, avoid waste and combat climate change. Environmental considerations are particularly important for NSTP as our printing plants consume large amounts of materials and energy.**

## MATERIALS MANAGEMENT

We are meticulous in all aspects of our materials management, which is a crucial part of maintaining production and cost-efficiency. Materials management is one of the most important factors affecting NSTP's profits as a printing company. We analyse the materials consumption of our printing plants to ensure they are used effectively and efficiently.

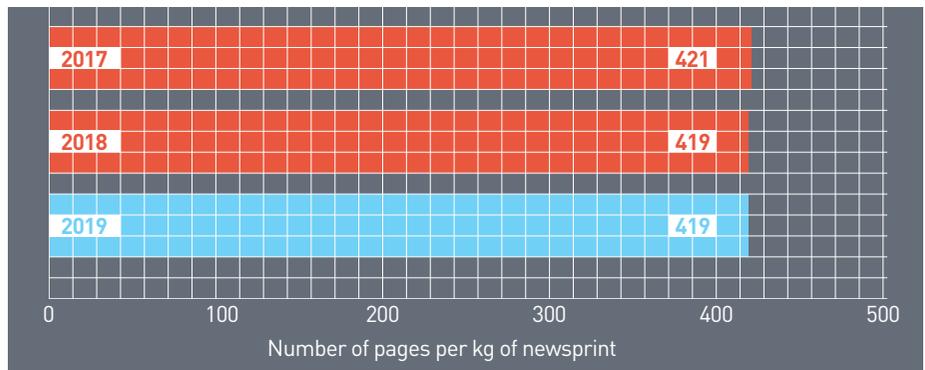
## Paper

Our sustainable materials management covers a systematic approach to using and reusing materials more productively over their entire life cycles. In fact, trees are considered a renewable resource in the printing industry.

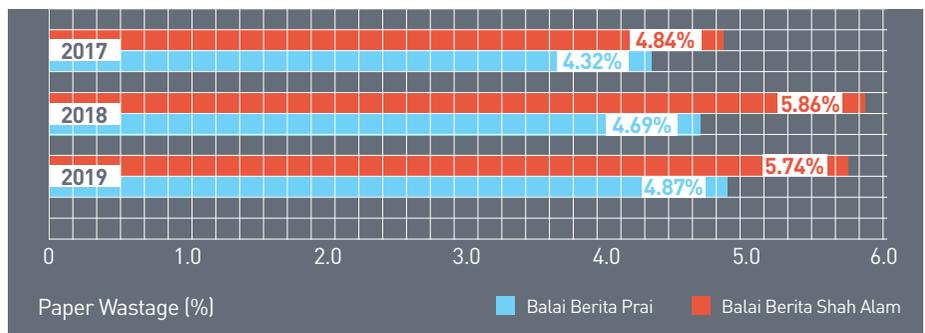
### NSTP Paper Consumption (MT) by Plant

Year	Balai Berita Shah Alam	Balai Berita Prai	All Plants
2017	21,998	7,186	29,184
2018	12,505	5,251	17,756
2019	10,838	4,882	15,720

Our paper use efficiency is expressed as the number of pages per kg of newsprint. This indicator has remained stable over the past years.



Paper wastage is an unfortunate part of any newsprint business but we strive to keep it to a minimum. Adopting a lower grammage paper has reduced our environmental impact further without affecting output quality. We monitor our paper wastage on an ongoing basis and the results from 2017 to 2019 are presented in the chart below.



Our plants can print on 100% recycled, mixed comprising 50% recycled and 50% pulp, woodfree and virgin pulp paper. We favour 100% recycled paper for environmental reasons and procure it whenever possible. Failing this, we use mixed or woodfree paper. Paper made from virgin pulp is only used as a last resort. In practice, we have not used this type of paper for some time.

## PAPER CONSUMPTION BY TYPE

Reel Size / Recycled/ mixed	2017				2018				2019			
	58"	43.5"	29"	Total	58"	43.5"	29"	Total	58"	43.5"	29"	Total
100%	16,229	4,555	4,269	25,053	6,685	2,885	2,238	11,781	6,095	1,631	2,533	10,259
Mixed	4,068	723	334	5,125	4,072	32	509	4,613	1,960			1,960
Total	20,297	5,278	4,603	30,178	10,730	2,917	2,747	16,394	8,055	1,631	2,533	12,219

## Environmentally-Friendly Plates

Printing plants use chemicals as part of the prepress process. Our chemistry improves print clarity and maintains the cleanest possible backgrounds at pH7 when using both conventional and UltraChrome inks. Sharper colours are reproduced and optimum ink and water balance are maintained, with no corrosion to the press.

## Chemical Usage, Prepress (litres)

Year	Balai Berita Shah Alam	Balai Berita Prai	Total
2017	10,200	5,080	15,280
2018	7,160	3,320	10,480
2019	6,660	-	6,660

Chemical Usage, Mileage (ml/m<sup>2</sup>)

Year	Balai Berita Shah Alam	Balai Berita Prai	Total
2017	94.59	88.63	183.22
2018	96.43	75.29	171.72
2019	97.99	-	97.99

Our chemical-free plate requires no chemical processing or special handling and is non-photosensitive. Independence from darkroom conditions and the elimination of variables in exposure, chemical stability and manual intervention lead to fast, accurate and repeatable results.

## Q: WHAT DO TRADITIONAL PRINTERS USE THAT GREEN PRINTERS DO NOT?



A: Petroleum-based compounds that comprise 25% to 35% Volatile Organic Compounds ("VOCs"). VOCs can have a detrimental effect on our health and are damaging to the environment.

## Ink

Our printing process follows the ISO 12647-3 graphic technology standard. This ISO standard is important as it specifies several process parameters and their values to be applied when producing colour separations and printing forms for newspaper single or four-colour printing. The parameters and values covering the process stages are 'colour separation', 'making of the printing formed', 'OK print or proof' and 'production printing'. ISO 12647-3 is the worldwide standard that defines the print quality in coldest offset newspaper production. NSTP achieved and qualified as a member of ISO 12647-3.

Our printing process follows this standard which is reviewed every five years to include the latest technological developments in newspaper production and customers' expectations.

Balai Berita Shah Alam used 205 MT of ink in 2019. The number of gross pages produced per kg of ink was 23,031.

## ENERGY MANAGEMENT

We understand the importance of improving our energy efficiency. Identifying and implementing energy-reducing measures also lower our operating costs.

In 2015, we introduced Project WISE 2.0. This mini office campaign raises awareness of overusing electricity, water and other resources. We constantly remind all employees to adopt good simple habits by switching off lights and computers that are not in use.

The energy committee at our Balai Berita Shah Alam printing plant is mainly responsible for ensuring compliance with Suruhanjaya Tenaga requirements on Efficient Management of Electrical Energy Regulations 2008 and examining electricity efficiently in the building.

During the year, Big Tree continued its initiatives in replacing previous static OOH panels' lighting with low consumption LEDs. This initiative has reduced electricity consumption for each lighting unit by nearly 78% from 400 kWh to 91 kWh.

## ENVIRONMENT

Minimum screen brightness is maintained while ensuring the effective viewing of advertising visuals to optimise electricity consumption for Big Tree's digital OOH assets. Brightness is reduced significantly at night to avoid glare for road users.

### Media Prima Energy Consumption

Site	2017	2018	2019
<b>MPTN and RIPPLE</b>			
Sri Pentas	7,894,944	7,360,452	5,640,167
Glenmarie Shah Alam	2,417,770	2,663,706	2,441,975
Sri Pentas 2	205,500	200,300	129,373
TV3's Transmitters	7,329,262	7,316,070	4,761.32
ntv7's Transmitters	3,002,393	2,861,285	2,486.68
8TV's Transmitters	1,122,470	1,077,824	777,993
TV9's Transmitters	1,132,954	1,119,754	851,207
Hot FM Radio's Transmitters	361,806	360,814	362,336
Chilled Water	12,125,747	11,563,540	8,124,951
<b>Subtotal</b>	<b>35,592,846</b>	<b>34,523,745</b>	<b>18,335,250</b>
<b>Big Tree Outdoor</b>			
OOH Panels	12,336,560	6,459,455	5,614,182
<b>NSTP</b>			
Balai Berita Bangsar	7,947,438	7,542,460	7,060,092
Balai Berita Shah Alam	6,310,046	6,225,417	6,117,752
Balai Berita Prai	4,286,363	3,964,327	3,792,461
Balai Berita Senai	925,095		
Balai Berita Ajil	483,376		
<b>Subtotal</b>	<b>19,952,318</b>	<b>17,732,204</b>	<b>16,970,305</b>
<b>Total</b>	<b>67,881,724</b>	<b>58,715,404</b>	<b>40,919,737</b>

### Energy Intensity

Energy intensity is a better measure of the energy efficiency of NSTP's printing plants. The unit is expressed as the amount of energy required to make a unit of product. At NSTP, energy intensity is expressed by the number of kilowatt-hours used to make 100,000 pages of newsprint.

Energy intensity at Balai Berita Shah Alam increased by 11.70% to 564 kWh from 498 kWh in the previous year.

### WATER MANAGEMENT

Growing pressure on water resources – from population and economic growth, climate change, pollution and other challenges – has a major impact on our social, economic and environmental well-being. We continue to find solutions that promote conservation and efficiency in water use.

### Water Usage (m<sup>3</sup>)

Year	Balai Berita Shah Alam	Balai Berita Bangsar	Balai Berita Prai
2017	39,965	53,436	22,593
2018	33,952	52,401	22,385
2019	31,489	58,467	22,468

### WASTE MANAGEMENT

Waste management is the processes involved in dealing with all waste produced by our operations. NSTP's operations produce both solid and scheduled waste. The print industry uses large quantities of valuable raw materials such as paper, cardboard, ink and wood pallets. Many of these can be reused, recycled or even avoided. Even non-paper printing substrates such as wood and plastic are often recyclable. Some wastes generated through our printing processes are classified as 'hazardous' and require special waste management arrangements.

We increased waste monitoring efforts in each of our operations in accordance with applicable legislation and laws. Each of our operations has a unique waste composition and our waste management system is tailored to each business and location.

Disposal methods were determined through consultations with waste disposal service providers. We ensure that our contractors fulfil the requirements for the safe handling, disposal and recycling of wastes. We continue to review new practices and efficient waste management technologies for implementation in our companies.

## ENVIRONMENT

## Solid Waste

We employ the Reduce, Reuse and Recycle ("3R") concept to reduce the amount of waste we discard. Waste disposal uses natural resources, landfill space and energy; it can also be quite costly.

NSTP sends 100% of its paper waste to Malaysian Newsprint Industries ("MNI") for recycling. The collection of other wastes including aluminium and cores are put to tender. Unsellable waste is disposed of according to the environmental regulations. The breakdown of newsprint waste sent to MNI in 2019 is presented below.

## Solid Waste Disposal by Type

Newsprint Wastage	Amount (kg)		
	2017	2018	2019
Reel Ends	62,491	41,220	34,488
Run-up Spoilage	998,789	718,228	643,169
Empty Core	87,449	57,623	49,605
Newsprint Covers	82,706	57,477	55,637
Machine Waste (Scrap Paper)	110,120	79,147	75,830
Test Run & Mock-ups	29,466	23,706	1,415
Non-Production Spoilage	3,181	-	-
<b>Total</b>	<b>1,374,202</b>	<b>977,401</b>	<b>860,144</b>

## Scheduled Waste

Scheduled waste at our printing plant consists of contaminated rags, drums, waste ink and chemical waste. This waste is collected, stored and disposed of by Department of Environment ("DOE") licensed contractors including Kualiti Alam, Tex Cycle, 3R Quest, Nature Energy Products Sdn Bhd, Alivirgo Sdn Bhd and Alam Aliran Kualiti Sdn Bhd.

## NSTP's Treatment of Major Scheduled Waste

Type of Waste	Destination
Contaminated rags	Cleaned and returned for reuse
Chemical waste	Sent to an in-house wastewater treatment plant ("WWTP") for processing
Sludge	Disposed of as scheduled waste
Ink	Stored in drums and stacked on pallets before being collected by licensed contractors
Electronic equipment	Packed in metal drums and palletised before being sent to Kualiti Alam

## Balai Berita Shah Alam Scheduled Waste Disposal (MT) in 2019

Waste Category	Waste Code	Balai Berita Shah Alam
Used Fluorescent Tube	SW 109	0.44
Used Oil	SW 305	1.64
Spent Hydraulic Oil	SW 306	0.80
Mixed Solvent	SW 322	0.41
Rotowash Carboy	SW 409	0.96
Used Rags	SW 410	4.95
Used Printing Blanket	SW 410	1.39
Used Activated Carbon	SW 411	3.31
Ink Sludge and Evaporator Sludge	SW 416	2.14
Filter Press Sludge	SW 416	7.77
Ink Waste	SW 418	4.35
<b>Total</b>		<b>28.16</b>

## ENVIRONMENT

### NSTP Scheduled Waste Disposal (MT) by Year

Waste Category	Waste Code	2017	2018	2019
E-Waste	SW 109/110	0.049	0.2	0.44
Used Oil	SW 305	31.3	3.69	1.64
Used Hydraulic Oil	SW 306	0.82	-	-
Spent Hydraulic Oil	SW 306	-	-	0.80
Mixed Solvent	SW 322	14.17	0.88	0.41
Rotowash Carboy	SW 409	2.58	2.94	0.96
Contaminated Empty Drum	SW 409	1.62	0.37	-
Used Rags	SW 410	27.39	14.96	4.95
Used Printing Blanket	SW 410	-	-	1.39
Used Activated Carbon	SW 411	0.79	3.11	3.31
Ink Sludge and Evaporator Sludge	SW 416	4.9	4.63	2.14
Filter Press Sludge	SW 416	14.93	9.66	7.77
Ink Waste	SW 418	24.73	3.64	4.35
<b>Total</b>		<b>123.28</b>	<b>44.08</b>	<b>28.16</b>

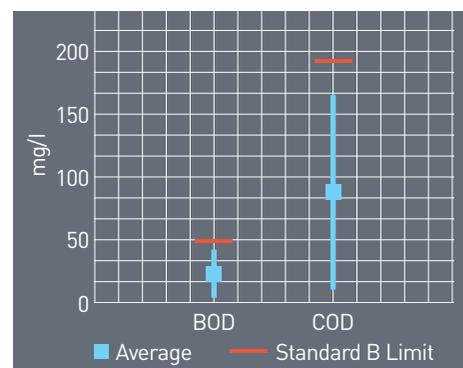
### EFFLUENTS MANAGEMENT

Our printing plant at Shah Alan houses its own WWTP. Wastewater generated by the printing process is treated at this WWTP before being discharged safely into the drainage system. As part of the DOE approval conditions, we are required to sample and monitor this effluent discharge.

Balai Berita Shah Alam performed weekly sampling of its effluent discharge throughout 2019 as required. The WWTP also houses a mini laboratory to test chemical oxygen demand ("COD") and sulphide parameters.

At our printing plant, effluent is discharged downstream and conforms to Standard B by the Environmental Quality (Industrial Effluent) Regulations 2009.

### Effluent Readings at Balai Berita Shah Alam in 2019



# ENVIRONMENT

## CLIMATE CHANGE AND GREENHOUSE GAS EMISSIONS

Lowering greenhouse gas emissions is core to our goal of reducing our environmental footprint across our facilities, transportation fleet vehicles and various office sites.

Our emissions accounting is based on the internationally recognised GHG Protocol established by the World Business Council for Sustainable Development ("WBCSD") and World Research Institute ("WRI"). Emissions accounting is based on the GHG Protocol classification of direct and indirect emissions.

Scope	Category	Indicators Measured
Scope 1	Direct GHG emissions	Company owned vehicles
Scope 2	Indirect GHG emissions	Electricity

We recognise the importance of climate change and environmental conservation. Our climate change strategy and engagement with both employees and contractors help reduce greenhouse impacts. Examples include research into renewable energy and a complete climate change risk assessment.

We achieve efficiency gains and reduce costs by adopting new technology and implementing fuel efficiency measures.

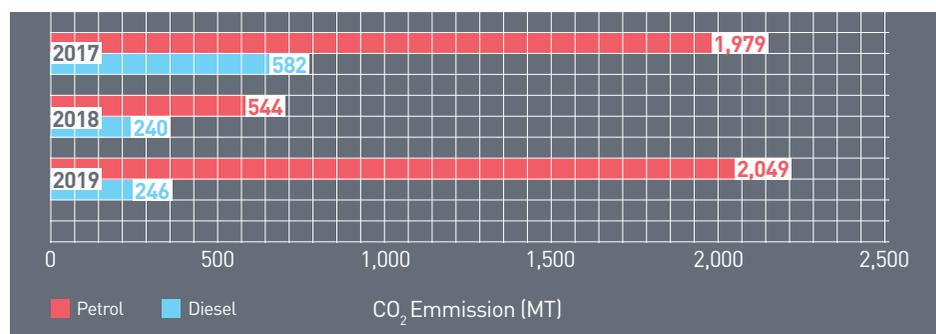
The Group Managing Director is involved in the Company's climate change and pollution reduction journey. Proposals for strategies to minimise our environmental footprint are tabled at Board meetings.

### Scope 1

We monitor and record all fuel purchases to calculate our GHG emissions from company-owned vehicles. Separate calculations are performed for petrol and diesel from Media Prima Group data.

CO<sub>2</sub> emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.

#### CO<sub>2</sub> Emissions (MT) from Company-Owned Vehicles by Fuel Type

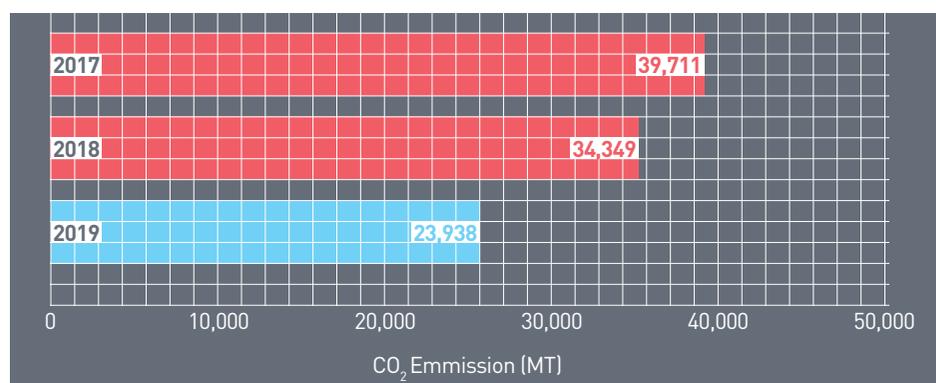


### Scope 2

Indirect emissions result from our use of electricity and chilled water. Energy has been calculated from Media Prima's electricity bills. Energy is consumed by our office buildings, TV stations, chilled water, printing press and billboards.

CO<sub>2</sub> emissions from the use of electricity were derived using the emission factor published by the Malaysian Green Technology Corporation for the Peninsular Grid.

#### CO<sub>2</sub> Emissions (MT) From Purchased Electricity



In 2019, a new emission factor was published in the 2017 CDM Electricity Baseline for Malaysia by the Malaysian Green Technology Corporation. We have used this emission factor in 2019 and restated previous years to improve the accuracy of our carbon reporting.

## ENVIRONMENT



Environmental considerations are particularly important for NSTP as our printing plants consume large amounts of materials and energy.

### Scope 3

Flight bookings were decentralised as part of our cost-saving journey. Our employees were authorised to book their own flights based on the lowest fare available when travelling for business. Significant savings have been realised as we now benefit from promotional fares without paying any agency fees.

Scope 3 emissions calculations are no longer performed following the introduction of the decentralised booking system.

### THE NEED TO GO BEYOND COMPLIANCE

We comply with all relevant laws and regulations pertaining to environmental protection. No penalties or fines were issued as a result of non-compliance. However, the digital ecosystem is incredibly complicated; we must first understand what happens when audiences consume our content before attempting to develop sustainable digital media products.

Currently, there is little public understanding that digital action has an environmental impact. All digital actions are deemed environmentally beneficial and outsourcing hardware to the cloud further breaks our link with nature. Cloud services provide endless backups but increasing information flows from servers to terminal devices

and using remote hosting can lead to a considerable increase in energy consumption.

Unlike our print business with a fixed carbon footprint, a digital product is only ever partial and its footprint is constantly influenced by many people. For example, the devices used to consume our content account for approximately 50% of our digital footprint. Reducing our environmental impact is no longer in our complete control.

A concerted effort to share knowledge and data on the environmental impacts that occur across the digital ecosystem is required. We will continue to tap into new digital ways of thinking to develop a new approach to these challenges.

# VIBRANT COMMUNITIES EVERYWHERE

**We seek ways to create positive, lasting change in the communities in which we operate. As the leading fully-integrated media company in Malaysia, we help create a sustainable society by promoting activities that address local challenges.**

Being closely involved and supporting society has become more crucial.

Our commitments extend to local communities as we aim to be a good neighbour through active engagement and responsible business practices. We seek opinions from these communities and welcome opportunities to contribute our time and resources so we can play a role in their growth and success.

## MEDIA PRIMA

### Pintar School Adoption Programme

PINTAR (Promoting Intelligence, Nurturing Talent and Advocating Responsibility) is a school adoption programme inspired by Khazanah National. It is undertaken by GLCs and some private corporations in Malaysia. Funds are used for:

- Motivational and teambuilding programmes;
- Educational and academic support programmes;
- Capability and capacity building;
- Reducing vulnerabilities and societal issues; and
- Upgrading ICT facilities and resources.

Since 2012, we have adopted Sekolah Kebangsaan Cherating ("SK Cherating") in Pahang. We have also hosted various

activities for students of this school in addition to financial support.

In April 2019, we collaborated with Jabatan Keselamatan Jalan Raya ("JKJR") Negeri Pahang on organising a road safety campaign as many students walk to school. Reiterating the importance of road safety is particularly important as traffic is busy during school opening and dismissal hours. A total of 780 students benefited from this campaign.

We also hosted a Health Awareness Programme on 5 July 2019. Dr Pameila Reena from Pantai Hospital Ampang raised health awareness through education and sharing the importance of hygiene to the pupils.

Various seminars, talks and extra classes were also conducted for Standard Six students who were sitting for the Ujian Penilaian Sekolah Rendah ("UPSR"). They included:

- Tuition classes for English, Bahasa Melayu, Mathematics and Science
- School educational visits to Sri Pentas and Balai Berita Shah Alam
- A motivational talk by TV3 Da'I finalists
- A UPSR English workshop by NIE team of New Straits Times
- Seminar Bimbingan Peperiksaan by Unit Pendidikan Berita Harian

## CONTRIBUTING TO THOSE IN NEED BY DOING WHAT WE DO BEST

Media Prima utilises its digital and traditional media platforms to reach out to a wider audience in generating awareness while appealing for public contributions for alleviating the hardship experienced by communities.

### MEDIA PRIMA'S TARGETED CORPORATE SOCIAL RESPONSIBILITY INITIATIVES



HUMANITARIAN



COMMUNITY



ENVIRONMENT



EDUCATION

### MEDIA PRIMA - NSTP HUMANITARIAN FUND

The Media Prima - NSTP Humanitarian Fund, formerly known as the Malay Mail Charity Fund, has a long and proud history. Working with generous contributors and technical partners, we have assisted those in poverty, victims of disasters, wars and political conflicts and those in dire need of medical assistance.

## VIBRANT COMMUNITIES EVERYWHERE

Since 1991, Media Prima and its generous donors have been committed to providing financial aid to those in need to pay for medical treatment for heart problems, kidney complications, hydrocephalus, cerebral palsy, biliary atresia, epidermolysis bullosa, cancer and the fitting of prosthetic limbs. We work with hospitals and our reporters to identify deserving cases and pay for their treatment directly.

As a member of the largest integrated media group in Malaysia, the Media Prima – NSTP Humanitarian Fund has access to a wide variety of media platforms to raise awareness and create positive engagement with communities to assist those in need. Our primary role is to highlight and raise awareness of various humanitarian plights through our integrated media platforms, namely digital, newspaper, television, radio and out-of-home. All administrative costs for running the fund are borne by us.

Thanks to our generous donors in 2019:

- 18 patients were able to undergo life-saving heart surgery, cancer treatment, fitting of prosthetic limbs and other critical medical procedures; and
- 42 individuals received financial assistance to ease the hardship faced due to their medical conditions.

HM introduced Bantuan Metro Prihatin (“BMP”) to manage all donations from readers responding to cases appearing in the ‘Metro Prihatin’ column. BMP aims to curb abuses of public donations. The bank account is managed by Media Prima – NSTP Humanitarian Fund, an established charity fund governed by a Board of Trustee with a tax-exemption status from Malaysia’s Inland Revenue Board.

BMP was officially launched by the former Deputy Prime Minister of Malaysia, Dato’ Seri Dr. Wan Azizah binti Wan Ismail, on 18 November 2019. By 31 December 2019, the fund had already amassed a total of RM120,152.18 for nine cases.

### Media Prima – NSTP Humanitarian Fund Governance

The Media Prima – NSTP Humanitarian Fund is governed by our Humanitarian Fund Policy. This framework governs the responsible management of funds collected through our campaigns.

The fund is governed by a Board of Trustees consisting of a balanced mix composition of external appointees and internal company representatives. A Humanitarian Fund Committee has also been formed to supervise the day-to-day operations of the fund.

### CHANNELS UTILISED TO OBLIGE THE PUBLIC TO DONATE



**FOUR FREE-TO-AIR TELEVISION CHANNELS**



**THREE MAJOR NEWS PUBLICATIONS**



**FOUR RADIO STATIONS**



**OUT-OF-HOME ADVERTISING AND DIGITAL MEDIA**



**MEDIA PRIMA'S CONTENT PRODUCTION COMPANY**

### A-HEART FOR A-HEART BRINGS SMILES TO 12 CHILDREN

Congenital heart disease is one of the leading causes of deaths related to birth defects. Children born with this abnormal heart structure require corrective surgery.

A-Heart for A-Heart, a charity programme championed by Gleneagles Kuala Lumpur, provides medical intervention to children from low-income families. In 2019, we supported this good cause by sponsoring treatment for 12 children through the Media Prima-NSTP Humanitarian Fund. Children who had recovered from congenital heart defects were treated to an exciting trip to Sunway Wildlife Park with their parents and siblings. It was the first time a meet-up session was held outdoors. We will continue helping community members in need through partnerships such as these.

Mohammad Alif Daneil Mohd Faisal, 5, was born with total anomalous pulmonary venous drainage (“TAPVD”). TAPVD is a birth defect of the heart in which the veins bringing blood back from the lungs do not connect to the left atrium as normal.

Alif underwent his first surgery when he was only one month old at a cost of RM40,000. He was showing signs of improvement but his symptoms returned when he was two years old. Alif was operated on again.

Alif and his family are once again grateful for the help from Gleneagles, Media Prima – NSTP Humanitarian Fund and funders from the A-Heart for A-Heart programme.

## VIBRANT COMMUNITIES EVERYWHERE

### Tabung Bencana NSTP-Media Prima

Tabung Bencana NSTP – Media Prima was established on 1 October 2009 to support earthquake victims in Padang, Sumatra. Since then, it has been at the forefront of relief efforts for victims of natural disasters and other humanitarian crises in Malaysia and abroad. Leveraging the strength of our integrated media platforms, we effectively raise awareness and allow the public and other corporate citizens to donate funds to these victims. We devote a significant amount of airtime and space on television, radio, print, out-of-home media and online for this cause. The fund is administered by the Board of Trustees of Media Prima-NSTP Humanitarian Fund.

In 2019, Tabung Bencana NSTP-Media Prima gave RM182,100 in cash to 3,401 victims of the floods in Kota Marudu, Sabah. The flooding affected 27 villages in the district towards the end of January 2019. We opened 12 temporary relief centres to house those who had lost their homes. We also gave cash vouchers on 24 February 2019 at Dewan Terbuka Pekan Tandek, Kota Marudu. Sabah's former Minister of Health and People's Wellbeing, Datuk Stephen Wong Tien Fatt; Kota Marudu's District Officer, Arnold Joibi; and State Director of Social Welfare, Mujin Durin, attended this event.

During the year, Tabung Bencana NSTP-Media Prima also provided financial contributions and aid to victims of natural disasters in the following areas.



A CSR initiative was organised by this Fund at Terangi Pulau Che Soh in collaboration with Kolej Burhanuddin Helmi, Universiti Kebangsaan Malaysia ("UKM"). Activities included a *gotong-royong*, installation of seven solar panels with LED lights and refurbishment of the jetty for the benefit of the islanders and other visitors.

#### How does the Response and Assistance Team of Tabung Bencana NSTP-Media Prima work?

In the event of a disaster, Tabung Bencana NSTP – Media Prima is reactivated to collect funds for victims. We engage with local authorities to gauge the total number of victims and customise response efforts. Suitable locations are also identified so that adequate supplies can be distributed properly.

Primarily, supplies are distributed through Briged Sukarelawan Media Prima-NSTP. If we cannot gain safe access to the victims, we seek assistance from the Armed Forces, Malaysian Civil Defence Department, Fire and Rescue Department of Malaysia, Royal Malaysia Police and other NGOs that are better equipped for such missions.

Since its inception in 2001, the popular television programme, Bersamamu, has assisted hundreds of families and individuals living in poverty. The TV3 Bersamamu Fund has been within the ambit of the Media Prima-NSTP Humanitarian Fund since 2016 as it continues to provide help to those in need. The programme is aired every Sunday at 6.30 pm. It encourages public participation and contribution to the Bersamamu recipient. The coverage of this programme has expanded with the help of active social media engagement including the TV3 Bersamamu official Facebook Page. In 2019, 45 recipients received financial assistance through this channel.

### Tabung Kemanusiaan Palestin Media Prima

The Palestinian cause is very dear to Malaysians. The Tabung Kemanusiaan Palestin Media Prima was established in 2012 and re-activated on 24 July 2014 following the escalation of the conflict in Gaza. We provide an avenue for contributors to assist the Palestinians through reputable NGOs such as Mercy Malaysia and Perdana Global Peace Foundation.

### Tabung Kemanusiaan Rohingya Media Prima

In 2016, Media Prima launched Tabung Kemanusiaan Rohingya Media Prima in response to the escalating political conflict in the Rakhine state of Myanmar. Caring individuals and organisations were able to help ease the plight of the Rohingya community.

We provide an avenue for contributors to support the Rohingya community by funding various humanitarian programmes that benefit them through reputable NGOs such as Mercy Malaysia.

# VIBRANT COMMUNITIES EVERYWHERE

## NSTP

### JomStudi – Education for All

JomStudi is a new digital learning hub that aggregates school syllabus content. Digital learning is more readily available to underserved communities where access to tuition centres and learning resources is limited. Over 1,400 students nationwide were the first to benefit from JomStudi.

The hub provides students with easy access to quality educational content in the syllabus format set by the Ministry of Education. We jointly conceptualised JomStudi with Astro and Digi.

Digi provides free data access to Jom Studi for students at 146 Pusat Internet Malaysia

JOMSTUDI

- Media Prima's online learning portal, FullAMark, containing Year 5, UPSR, PT3 and SPM revision exercises
- Coding, programming and other computational thinking competencies from the #mydigitalmaker movement
- Astro Tutor TV's interactive rich video-based resources
- Other technology, digital literacy and informal skills will also be made available in the future

centres. FullAMark also delivers a free demo showcasing exam-based content with 480 questions.

JomStudi promotes self-learning and develops technological and digital skills. It motivates students and makes learning fun by incorporating gamification elements such as:

- Reward badges for completing an assignment; and
- A personalised dashboard on which students can track their own progress and development.

JomStudi was officiated by the former Minister of Communications and Multimedia, YB Tuan Gobind Singh Deo on 8 March 2019 at Pusat Internet Malaysia Kampung Kering, Labu. The programme is supported by the Malaysia Digital Economy Corporation ("MDEC") and the Malaysian Communications and Multimedia Commission ("MCMC").

### Merdeka @ Homeless & Urban Poor

Ten Bridged Sukarelawan MPB-NSTP members joined 70 other volunteers in visiting and distributing packet food to 250 homeless and urban poor on 6 September 2019. Locations with a high number of homeless people were chosen: Jalan Silang, Lebu Pudu, Lebu Ampang and Masjid Negara.

The volunteers also gave dried food, sanitary sets, clothes and toiletries while meeting their basic medical needs and offering haircuts. Our partners for this exercise were Food For Gelandangan ("FFG"), CSR Club, Faculty of Defence Studies & Management ("FPPP") and Chartered Institute of Logistics and Transport ("CILT").



### NEW STRAITS TIMES

#### Pre-Christmas Festive Visit

The NST volunteers visited Desa Amal Jireh, Semenyih on 8 December 2019 as part of the NST Outreach Programme. The visit was organised in partnership with KPJ Tawakkal Hospital and Bata Primavera Sdn Bhd.

Founded in 1985, Desa Amal Jireh is a private, independent welfare organisation registered with the Government Welfare Department.

Eighty-five underprivileged children received brand new shoes. The children were also treated to a KFC lunch while volunteers from KPJ Tawakkal conducted a demo session on the Seven Steps of Hand Hygiene.

## BH

### School Sponsorship by Eco World Foundation

Eco World Foundation continued its student's aid programme by sponsoring copies of Berita Harian *Didik* for students preparing for their Ujian Pencapaian Sekolah Rendah ("UPSR") examinations. The sponsorship involved spending RM21,450 on distributing 16,500 copies of BH's *Didik* to 10 schools in Kuala Lumpur, Johor, Pulau Pinang, Perlis and Kedah.

### Donation of BH Educational Books

Six of our Bridged Sukarelawan MPB-NSTP members distributed Berita Harian's PT3 and SPM 2017 examination sets to two rural schools on 28 February 2019:

- SMK Dato' Klana Putra, Lenggeng, Negeri Sembilan; and
- SMK Khir Johari, Beranang, Selangor.

Most of the students came from B40 families with low incomes. Our donations of RM12,760 covered the purchase of 180 PT3 and 200 SPM examination sets. Many of these students did not have access to such materials previously, which helped them prepare for their upcoming examinations.

## VIBRANT COMMUNITIES EVERYWHERE

### Suara Komuniti BH Mobile Food Bank

BH published a news article titled 'Siswa Miskin Ikat Perut' on 17 March 2019. It shared accounts of Universiti Malaya students from the B40 group who survived on one meal a day. These students often starved as they did not have enough money to buy food. BH highlighted the students' plight and established contact between the public and beneficiary.

The Suara Komuniti BH Mobile Food Bank programme involved packing and distributing packed food worth RM20 each to 1,000 underprivileged UM students. The food was sponsored by Mydin Mohamed Holdings Bhd and Adabi Consumer Industries Sdn Bhd.

Volunteers from Briged Sukarelawan Media Prima-NSTP and UM Campus Food Bank distributed biscuits, instant noodles, bread, coffee, chicken kurma and chocolate drinks to 11 UM residential colleges on 4, 11 and 18 April and 2 May 2019.

Suara Komuniti BH Mobile Food Bank is one example of how we have integrated social responsibility into our business. As the leading fully-integrated media company, we utilise our core competencies to benefit the community.

### Semarak Ramadan BH

Semarak Ramadan BH has been held annually since its launch in 2009. We invite members of the public to give back to society during the holy month of Ramadan through this programme.

#### Six Semarak Ramadan BH Session held in 2019

Date	Venue	Beneficiaries	Partners
7 May	Balai Bomba & Penyelamat Seksyen 15, Shah Alam	67 single mothers and handicapped family members of the firefighters	Bank Islam Malaysia Berhad ("BIMB")
11 May	Masjid Jamek Kodiang, Kedah	28 orphans and 50 <i>Asnaf</i>	Padi Beras Nasional ("BERNAS")
18 May	Masjid Sultan Iskandar, Bandar Dato Onn, Johor Bharu	15 <i>Mualaf</i>	Johor Corporation ("JCorp")
20 May	Larkin Sentral, Johor Bharu	<i>Asnaf</i> in Larkin	
23 May	Masjid Taman An-Nur, Taman Cendana, Johor Bharu	95 <i>Asnaf</i>	
25 May	Masjid Al-Assaniah, Kuala Sungai Baru, Melaka	50 <i>Asnaf</i>	Bank Islam Malaysia Berhad ("BIMB")

### SEMARAK RAMADAN BH ACTIVITIES HELD



PREPARING AND DISTRIBUTING *BUBUR LAMBUK*



CONTRIBUTING ZAKAT



DONATING BASIC GROCERIES TO THOSE IN NEED



OFFERING FREE HAIRCUTS TO UNDERPRIVILEGED RESIDENTS



ENGAGING IN *GOTONG-ROYONG* ACTIVITIES

### Program Sahur BH

The BH editorial team held a *sahur* session to show appreciation to public service sector staff for their hard work and commitment, especially those who were on duty just before *Hari Raya Aidilfitri*. We distributed 300 packs of food and drinks to Balai Bomba & Penyelamat Sentul, Balai Bomba & Penyelamat Jalan Hang Tuah and Hospital Kuala Lumpur on 2 June 2019. The programme was sponsored by Yakult (M) Sdn Bhd.



# VIBRANT COMMUNITIES EVERYWHERE



## Jom Berkhatan Suara Komuniti BH

A mass circumcision programme was organised by Suara Komuniti BH on 1 December 2019 in conjunction with BH's 62<sup>nd</sup> anniversary. Thirty-seven children from the B40 group who are living at the Project Perumahan Rakyat ("PPR") near Balai Berita Bangsar took part. There were also 25 others who are children of our employees.

The programme was supported by Medicom (Pertubuhan Amal Perubatan & Kebajikan), Badan Khairat NSTP and volunteers from Briged Sukarelawan MPB-NSTP. The children were dressed in Baju Melayu and tanjak (head gear) and marched with the kompiang team and silat exponents. They were also entertained by appearances from Hot FM and Kool FM mascots, Hang Omar Timor and Profesor Kool. Each participant received an admission ticket to Zoo Negara, BH newspapers, BH Digital subscription, door gift and *pulut kuning* with *bunga telur*.

## HARIAN METRO

### Titipan Kasih Harian Metro Bulanan

Titipan Kasih Harian Metro ("TKHM") Bulanan is an extension of the Titipan Kasih Harian Metro CSR programme. We visited underprivileged and poor families whose cases had been highlighted in Harian Metro earlier in the Metro Prihatin column. In 2019, we visited the families of:



- 1) Mohamad Ali Hassan, a 79-year old single parent with three children, on 18 April 2019. Mohamad lives in a dilapidated house provided by Pusat Zakat Selangor. Seven Harian Metro volunteers led by the Group Editor handed over groceries worth RM500 and RM500 in cash. TKHM also engaged two grass cutters to clean and clear the house and surrounding area. The programme was partly sponsored by KPJ Tawakkal Hospital.
- 2) Suzaini Jusoh, 49, on 14 July 2019. Suzaini lost her home in Sungai Buaya, Rawang to fire in a freak accident on the evening of 10 July 2019. Ten volunteers from Harian Metro, led by the Executive Editor of Commercial, took part in the visit and handed over RM1,000 in cash. The programme was partly sponsored by KPJ Tawakkal Hospital.
- 3) The family of Mohamad Yusoff Edwan and Zaiton Mat Sam at their flat in PPR Desa Tun Razak, Cheras on 9 October 2019. The couple and their 12 children are living in a two-bedroom low-cost flat. Yusoff earns a living as a security guard with a monthly salary of RM1,000 while his wife sells *kuih-muih*. TKHM donated some basic groceries and RM1,000 to the family. The contributions were handed over by Harian Metro's Executive Editor, Production with representatives from Hospital Pakar KPJ Tawakkal who partly sponsored this giving.

### Titipan Kasih Harian Metro Ramadan

Titipan Kasih Harian Metro Ramadan, an extension of the monthly Titipan Kasih Harian Metro ("TKHM"), is held during Ramadan.

Two events were held under this programme in 2019. PLUS Malaysia Berhad was the main sponsor for both events with total contributions of RM440,000. The programme benefited a total of 60 poor families, 40 single mothers and at least 400 orphans and *Asnaf*.

### Titipan Kasih Harian Metro Ramadan Events in 2019

Date	Venue	Beneficiaries
11 May 2019	Surau Tinggi, Kampung Balun, Slim River, Perak	<ul style="list-style-type: none"> <li>• Padiberas Nasional Bhd ("BERNAS")</li> <li>• Dapur Penyet</li> <li>• Pusat Pakaian Hari-Hari Sdn Bhd</li> </ul>
25 May 2019	Masjid Al-Hidayah, Kampung Ulu Tawar, Mukim Bakai, Baling, Kedah	<ul style="list-style-type: none"> <li>• Padiberas Nasional Bhd ("BERNAS")</li> <li>• Dutch Lady Milk Industries Berhad</li> <li>• Tesco Stores (Malaysia) Sdn Bhd</li> <li>• Dapur Penyet</li> <li>• Pasar Raya Jakel</li> </ul>

## VIBRANT COMMUNITIES EVERYWHERE

A total of 160 volunteers from Harian Metro and PLUS took part in the *Raya* shopping sessions with orphans at Pusat Pakaian Hari-Hari Tanjung Malim and Pasar Raya Jakel Sungai Petani. Each child was given RM250 to spend on *Raya* clothing and RM200 *duit raya*. Meanwhile, each poor family and single mother received RM1,000 cash and RM200 worth of groceries.

The volunteers also helped to cook and prepare *Iftar* for 600 people at Kg. Balun and 1,000 people at Kg. Ulu Tawar.

### Titipan Kasih Harian Metro Korban

Titipan Kasih Harian Metro Korban reached out across the border to Muslim communities in Thailand for the first time in 2019. On 11 and 12 August 2019, 20 volunteers from Harian Metro and the programme partner, Dapur Penyet, held *Qurban* events at Masjid Waliyadin Kampung Gerong, Chok Airong, Narathiwat and Masjid Darulaman Kampung Lak-Oi, Narathiwat respectively. The two-day programme benefited 80 families of orphans, 300 villagers and 30 poor families. The activities included slaughtering eight cows, handing over basic groceries, visiting their homes, *gotong-royong* and preparing meals for *Kenduri Rakyat*.

### Titipan Kasih Harian Metro Khas

Titipan Kasih Harian Metro Khas 2019 featured a special visit to Rumah Jagaan & Rawatan Orang Tua Al-Ikhlâs in Pulau Meranti, Puchong. Group Editor of Harian Metro led five other volunteers to this old folks' home on 15 September 2019. The team gave 20 *Kotak Rezeki* Harian Metro boxes to help run the home.

During the year, Harian Metro also continued its Back-to-School initiative under the Titipan Kasih Harian Metro Khas. In 2019, the Back-to-School programme was held at two venues namely Alor Gajah on 22 December 2019 and Kuala Terengganu on 28 December 2019. The programme, which was sponsored by DRB-HICOM and MILO, benefited 300 students from 12 schools.

These children come from low-income families with some being orphans. Each student was given RM150 to purchase school accessories and stationery. Thirty volunteers from Harian Metro and NSTP took part in assisting these children for back-to-school shopping at Pasaraya Tesco, Alor Gajah and Pasaraya Mydin, Kuala Terengganu, respectively.

### Kotak Rezeki Harian Metro

#HMKotakRezeki invites clients and advertisers to give cash or in-kind donations to help underprivileged communities in the month of Ramadan. The programme was first established in 2016.

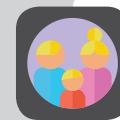
### Categories of Kotak Rezeki



#### INDIVIDUAL

**Items:**  
Snacks such as dates, cakes, drinks, cordial and biscuits

**Beneficiaries:**  
Personnel performing their duty such as policemen, bus and taxi drivers, toll booth operators, firemen and enforcement officers



#### FAMILY

**Items:**  
Basic groceries such as rice, cooking oil, sugar, flour and biscuits

**Beneficiaries:**  
Poor families, single mothers, orphanage homes, old folks homes and *madrasah tahfiz*



The programme was officially launched on 18 May 2019. Distribution started from 25 May 2019 until the last week of Ramadan. A total of 10,000 individual and 1,000 family Kotak Rezeki boxes were distributed and placed nationwide by NSTP state bureau chiefs. Affin Islamic Bank, Julie's Manufacturing Sdn Bhd and K.H.H Double Lion Fruit Juice Manufacturing Sdn Bhd were Harian Metro's corporate sponsors for this programme.

### RIPPLE

#### Kool Cuts

Kool FM partnered with Pertiwi Soup Kitchen on a CSR programme in 2019. Kool Cuts gave free haircuts and ice-cream to homeless people in the Medan Tuanku, Pusat Transit Gelandangan and Anjung Singgah areas of Kuala Lumpur.

## VIBRANT COMMUNITIES EVERYWHERE

### Educating and Changing Public Attitudes

Our Public Service Announcements ("PSA") are in a similar format to a television commercial but are designed to educate the audience on a particular topic. These announcements raise awareness or create a shift in public opinion about a specific issue. They encourage us all to take action.

PSAs are an effective method to share an important message to targeted listeners as they can reach a mass audience.

### Impact of PSA in 2019

Station	Cumulative Audience # ('000)	People 10+	No. of Spots
Hot FM	8,709	7,355	21,122
Kool FM	955	792	16,417
One FM	1,961	1,607	28,125
Fly FM	2,635	2,136	28,106
<b>Total</b>	<b>14,300</b>	<b>11,890</b>	<b>93,770</b>

### PSA Topics Covered During 2019

Topic	HOT FM	FLY FM	ONE FM	KOOL FM
Crime	✓	✓	✓	✓
Environment		✓	✓	✓
Festive	✓	✓		✓
Health	✓	✓		✓
Moral Values	✓	✓	✓	✓
Natural Disaster (haze and floods etc)	✓			
Safety	✓	✓	✓	✓

### BIG TREE

#### Big Tree Supports The National Rugby Team

The Malay College Kuala Kangsar ("MCKK") Premier 7s is an annual under-18 rugby tournament. Seven premier and international school rugby teams compete at the event. Since 2014, its tagline has been "Premiering Talent and Sportsmanship". It is part of the National Rugby Development Programme ("PRPK"), providing an avenue for young

players to demonstrate their talents and hopefully represent Malaysia in the future.

The tournament is administered by Malay College Kuala Kangsar and Malay College Old Boys Association with the All-Blacks Revival sub-committee. The tournament is on the verge of being recognised by the International Rugby Board with help from Malaysian Rugby Union.

Big Tree co-sponsored the 9<sup>th</sup> MCKK Rugby Premier 7s in 2019. The premiership involving local and international teams was held from 1 to 3 March 2019.

### MPTN

#### Spreading Raya Cheer to Those Less Fortunate Through Seratus Ikhlas, Setulus 100PLUS

MPTN collaborated with Fraser & Neave Holdings Bhd on the Seratus Ikhlas, Setulus 100PLUS campaign. This one-month programme spread festive cheer to more than 3,000 underprivileged people across Malaysia during Ramadan.

100PLUS ambassadors and celebrities from the Seratus Ikhlas 100PLUS squad personally presented Ramadan contributions to the single mothers, homeless and senior citizens. Our volunteers also conducted *gotong-royong* and other community activities at a Tahfiz school, mosques and an old folks' home.

A special *buka puasa* session concluded the campaign at the Grand Bazaar Ramadan Raya in Bukit Jalil which was also attended by the Malaysian media fraternity. 100PLUS Ambassadors, Mira Filzah and Hairul Azreen, joined Amira Othman, Andi Bernadee, Syafiq Kyle, Sarah Suhairi and Sufian Suhaimi and other celebrities for the campaign.

Ramadan is a time to reflect on faith, family, greater compassion and kindness towards others. We were happy to help those less fortunate and spread *Raya* joy with the Seratus Ikhlas 100PLUS squad.

## VIBRANT COMMUNITIES EVERYWHERE

### 'CHECK IN KAMPUNG' with Media Prima and Samsung Galaxy Squad A

Media Prima and Samsung launched a special campaign, Setulus Ikhlas, in the spirit of Ramadan. The campaign instilled sincerity and purity in our daily actions, especially during the holy month.

TV3 and Samsung collaborated with Melaka Historic City Council on a special project. Samsung set up a photo attraction with its Galaxy A squad for visitors to capture beautiful moments with their loved ones.

The event took place at Jalan Tukang Besi, Jonker Street, Melaka on 21 May 2019. The locals, celebrities and ambassadors conducted a *gotong-royong* activity. Sweet traditional treats such as *dodol* were distributed among the locals in addition to Samsung's special giveaway goodies.



### Beautifying The Recreational Park

Media Prima organised an awareness programme at Taman Upcycle, Bandar Perda on 27 September 2019. Held in collaboration with the Seberang Perai City Council ("MBSP") and Western Digital, the programme forged closer ties with residents before the Jom Heboh Carnival.

We released 80 Taiwanese carp into a nearby pond and helped plant trees to beautify the area. The programme resulted in a more natural and pleasant environment for the benefit of 20,000 nearby residents.



### Giving More on 8TV's 15<sup>th</sup> Anniversary with CNY so Happy Campaign

8TV celebrated its 15<sup>th</sup> Anniversary by executing a community giving initiative. Various celebrities visited two chosen charity homes as part of the Chinese New Year campaign, "CNY So Happy".

Famous 8TV stars including Emily Chan, Orange Tan, Henley Hii, Haoren, Pauline Tan, Rickman Chia and Natalie Ng visited En Yuan Old Folk Home and Yayasan Sunbeams Home. The celebrities invigorated the environment during the meet and greet session. We hope to organise similar activities in the future to bring us closer to our audience.

### MPD

#### Ejen Ali The Movie Brought Smiles to 40 Asnaf and Orphans

Ten Media Prima Digital volunteers took 35 Asnaf and orphans and their five carers to a screening of Ejen Ali the Movie in DPULZE Shopping Centre, Cyberjaya.

The children were treated to lunch with two artistes, Nabila Razali and Indah Ruhaila, who made their outing more memorable during the year-end school holidays.

Media Prima Digital also gave RM5,000 to their home in Taman Putra Perdana, Puchong to help with its daily expenses.

# LABOUR PRACTICES AND DECENT WORK

**People are at the centre of all business operations. Each of us can make a big difference for a better-shared future.**

Keeping our employees engaged, fairly remunerated and equipped with the latest skills and knowledge helps them excel in their roles. However, their continual growth, development and sense of fulfilment are also essential for our long-term prosperity.

The contributions, energy and vision of our employees are vital for building a digital future and our competitive advantage in the media industry. We continue to improve our working environment and be surrounded by engaged employees who lead us through a high-performance, sustainable culture.

Our commitment to adhering to local and international labour standards is communicated to all employees during any engagement, seminar and training sessions.

## OFFERING AN INSPIRING WORK ENVIRONMENT

Our Human Resources initiatives aim to improve the quality of life of employees and build a healthier media future. An inclusive environment fuels innovation by leveraging the diverse skills, cultures, ways of thinking, knowledge and experience of our people. These are essential building blocks to becoming the leading digital-first content and commerce company.



## GOAL

**To be a company of choice that employees are proud to work for**

We nurture and empower employees through interesting and challenging work, career development opportunities and by providing a safe and healthy environment. All efforts are made to ensure Media Prima is not only a successful business but also a great place to work.

## Our People Agenda

Employees' development, motivation, health and wellbeing are key components of Media Prima. We address these factors

by setting a vision for investing in people across four key areas.



**TALENT**



**LEADERSHIP**



**REWARD**



**CULTURE**

Paying attention to these four areas ensures employees are supported throughout their careers and equipped with the tools to develop within the organisation. Our agenda also recognises the importance of engaging with people across all levels as committed employees are known to deliver a superior business performance.

## SUPPORTING EMPLOYEE VOLUNTEERISM

### Briged Sukarelawan Media Prima-NSTP

Established in 2011, the volunteer brigade is part of the overall group corporate responsibility strategy to develop a sustainable business model. Brigade members, comprising employees from the various platforms and backgrounds, are required to register and attend basic training on relevant subjects such as volunteerism before being called to join any relief missions or voluntary charitable work.

In June 2019, volunteers underwent a basic safety awareness programme conducted by Jabatan Bomba dan Penyelamat Malaysia ("JBPM") at Telok Kemang Fire Station and Sri Pena, Port Dickson. The topics discussed included building safety, water rescue, high place rescue and fire engine features.

Members of Briged Sukarelawan Media Prima-NSTP took part in many CSR activities during the year including a flood relief exercise and community *gotong-royong* in partnership with other organisations such as the JPBM, Malaysia Civil Department, Social Welfare Department, district offices and sponsors.

## DIVERSITY, EQUALITY AND PROMOTING A CULTURE OF RESPECT

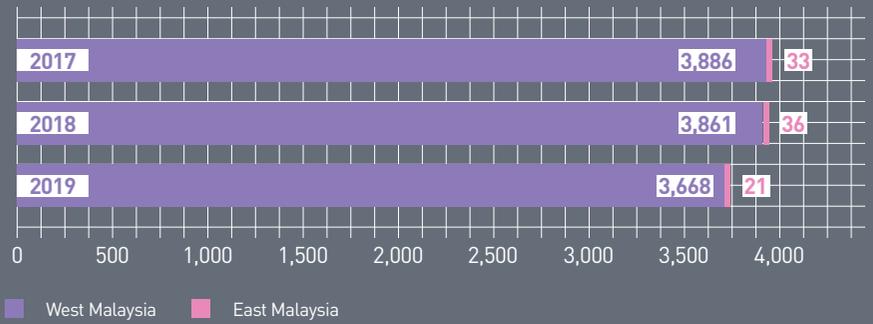
We support the United Nations Standards of Conduct in tackling discrimination in all its forms at work. These standards promote the inclusion of all communities in the workforce to enhance the quality of life and contribute to a healthier future.

Media Prima stipulates that equal opportunities must be provided to all employees with regards to hiring, pay rates, training and development, promotions and other terms of employment. The term discrimination includes any distinction, exclusion or preference made on the basis of race, colour, sex, religion, political opinion, national extraction, social origin or age. Any acts of discrimination or harassment when dealing with employees, customers, audiences and/or suppliers are not tolerated. Offenders are subject to severe disciplinary action including the possible termination of employment.

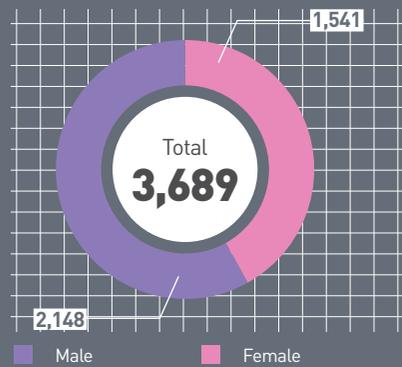
Diversity and inclusion are integral to our culture. We strive to inculcate respect and equality in all workplace interactions. This is especially important in developing a varied pool of people who work together in serving our diverse audience.

We are proud of the diversity of the Media Prima family as shown in the adjacent graphs. The total number of employees recorded as of 31 December 2019 was 3,689.

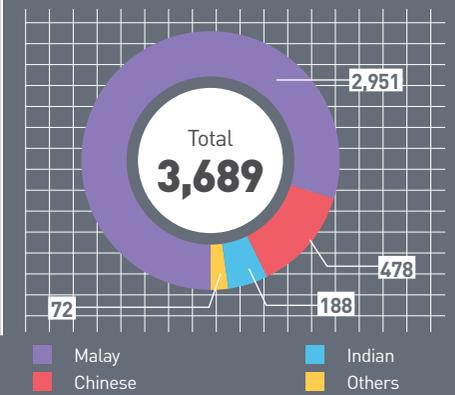
## WORKFORCE BREAKDOWN BY REGION



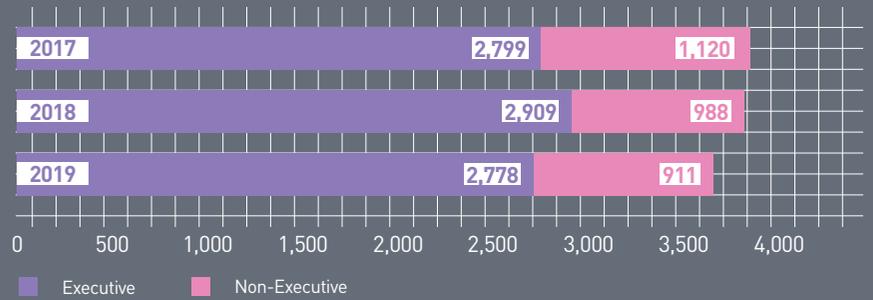
## WORKFORCE BREAKDOWN BY GENDER



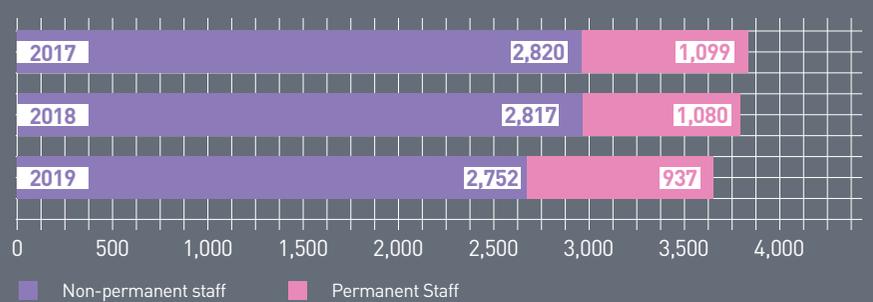
## WORKFORCE BREAKDOWN BY ETHNICITY



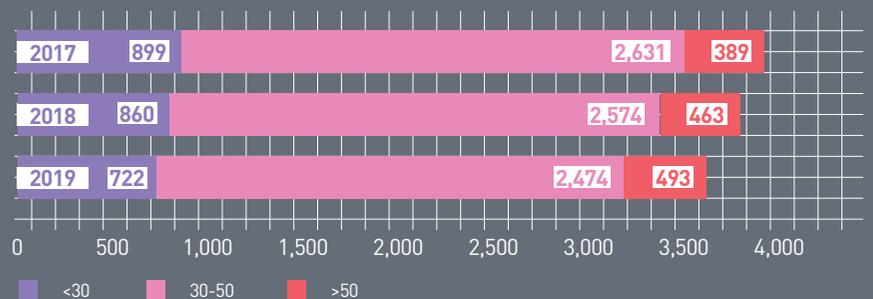
## WORKFORCE BREAKDOWN BY EMPLOYMENT TYPE



## WORKFORCE BREAKDOWN BY EMPLOYMENT CONTRACT

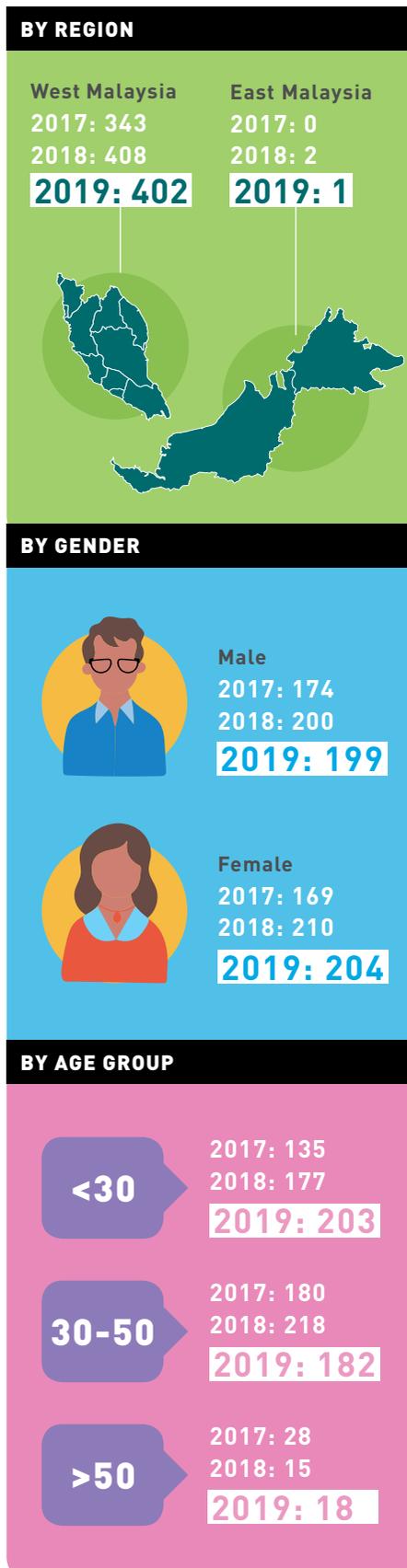


## WORKFORCE BREAKDOWN BY AGE GROUP



# LABOUR PRACTICES AND DECENT WORK

## TURNOVER STATISTICS



## MANPOWER RATIONALISATION EXERCISE

Our recent manpower rationalisation exercise was sadly unavoidable. Media Prima has suffered from weak contributions from the traditional TV and print platforms. The global media landscape continues to change rapidly. Unfortunately, media companies are having to review and disrupt their business models to remain sustainable and successful.

Our transformation journey required changes to the business model and internal organisational structure. Positively, we are confident that the move will ensure our long-term survival given the structural shift in the media sector towards a digital presence.

We embarked on the next phase of our business transformation plan which involved changing our business model and internal restructuring. These sustainable changes help future-proof the business that is facing uncertain macroeconomic conditions and disruptive changes in the global and local media sector.

## UNIONS CONSULTED DURING THE RESTRUCTURING



The new operating structure and list of affected employees were determined after several consultations with the unions. Official notifications were given to all affected employees on 16 December 2019. Compensation payments were made in full upon completion of internal and regulatory processes.

Our fair and equitable compensation was governed by the Employment Act, respective union collective agreements and employment contracts. We also provided additional support including job outplacement services and career counselling.

Following this exercise, we will continue to focus on bringing value to employees, customers, shareholders and stakeholders at large.

## COMPETITIVE BENEFITS

We like to reward employees for good performance as fair remuneration motivates them to strive for excellence. The ratio of benefits between male and female employees is 1:1.

We comply with local labour legislation and any collective bargaining agreements that specify remuneration-related matters such as minimum wages and separate supplements such as overtime pay.

Our employees are offered competitive fringe benefits in addition to competitive salary packages, some of which will be discussed in greater depth in this chapter of the report.

## LABOUR PRACTICES AND DECENT WORK

### For a Healthy Heart of Our People

The National Heart Institute ("IJN") together with Briged Sukarelawan Media Prima – NSTP and Nestle Omega Plus organised a free heart screening programme for all employees at Balai Berita Bangsar on 9 July 2019.

Basic cardiovascular screening was performed. Electrocardiogram and echocardiogram tests were also conducted on those suspected of having heart problems. A cardiopulmonary resuscitation demonstration and a Say No to Smoking campaign were also carried out to raise awareness of preventing heart disease and promoting a healthy heart. We are grateful to the 22 volunteers and two doctors who made the event a success.

In 2019, 12 employees performed their Haj following 10 years of continuous service. We paid 60% of the *Muassasah* cost for each employee who had been nominated, subject to terms and conditions. A total of RM71,856 was spent on this subsidy.

Umrah is an Islamic pilgrimage to Mecca, located in the Hejazi region of Saudi Arabia. Unlike the Haj, it can be undertaken at any time of the year. The Umrah is sometimes considered the lesser pilgrimage as it is optional. However, it is still highly recommended.

#### SUBSIDY STRUCTURE



Employees  
**Full subsidy**



Spouses  
**50% subsidy**



Two children  
**50% subsidy**

As part of our corporate responsibility, we subsidise the full airline ticket to fly employees and their family members to their holy land. A total of 142 people including employees and family members benefited from this.

We also accommodate and respect other employees who follow different faiths. Equal benefits are offered to these employees so they can perform the required pilgrimages of their faith. However, we only received applications from Muslim employees during the year.



### Haj and Umrah Subsidy

The Hajj is an annual Islamic pilgrimage to Mecca, Saudi Arabia, the holiest city for Muslims. All adult Muslims who are physically and financially capable of undertaking the journey must perform it at least once in their lifetime, providing they can support their family during their absence.

### LOCAL HIRING

Hiring locals through targeted recruitment and job training programmes is a win-win arrangement. Hiring from the local community allows us to fulfil our manpower requirements with limited additional expenditure. Substantial economic opportunities are provided for locals in the process.

Hiring from within the community also reduces commuting, creates savings for those hired and promotes sustainable community practices.

We also reached out to potential recruits and talents by participating in various career fairs.

Career Fair	Organiser	Venue	Date
<b>KDU Penang University College Job Fair</b>	KDU Penang University	KDU Penang University	28 February 2019
<b>Jobstreet.com MCTF'19</b>	AIC Exhibitions Sdn Bhd & Jobstreet.com	Mid Valley Exhibition Centre	2 and 3 March 2019
<b>Mega Careers &amp; Study Fairs</b>	AIC Exhibitions Sdn Bhd	Kuala Lumpur Convention Centre	13 and 14 April 2019
<b>Career and Entrepreneurship UPM EXPO 2019</b>	Universiti Putra Malaysia	Dewan Besar, UPM	24 and 25 April 2019
<b>UUM Career Fair 2019</b>	Universiti Utara Malaysia	Perpustakaan Sultanah Bahiyah, UUM	29 and 30 September 2019
<b>INTI Career Fair 2019</b>	INTI International University	Tan Yew Sing Multi-purpose Hall, INTI International University	17 October 2019

## LABOUR PRACTICES AND DECENT WORK

### ENGAGED AND CONNECTED WORKFORCE: PUTTING PEOPLE AT THE CENTRE

The digital world allows people to connect, communicate and collaborate in new ways. We have to respond quickly to remain competitive and accommodate shifting employees' expectations, especially with a new digitally-native generation entering the workplace.

Breaking down workplace silos is one important way of achieving this goal. As we transform, creating a vibrant and sustainable company becomes pivotal to personally engage all employees in their work environment, from top executives to line workers.

#### Employee Engagement Activities 2019

Initiative	Description	Frequency								
 <b>FAMILY-FRIENDLY PRACTICES</b>										
<b>Counter Promotion</b>	Employees can purchase various products being sold at discounted rates by invited vendors.	Ad-hoc								
<b>Farmers' Market</b>	Employees can purchase agriculture products at mobile markets in Balai Berita Bangsar and Sri Pentas.	Monthly								
<b>Let's Bring Your Kids to Work</b>	<p>This programme invited the teenage children of our employees to their parents' workplace for a fun and practical session on the company and media industry.</p> <p>A total of 41 children attended the programme which was held on 27 and 28 March in both our offices in Balai Berita Bangsar and Sri Pentas.</p>	Ad-hoc								
 <b>CULTURE</b>										
<b>Food Truck</b>	The 'Meals on Wheels' Programme supplied employees with various food, discounted by 10%. Food truck vendors attended our offices at Balai Berita Bangsar between 10.30 AM and 2.30 PM every Wednesday and every Thursday at Sri Pentas.	Weekly								
<b>Hari Raya Gathering</b>	Makan Raya was the theme for this year's departmental <i>Hari Raya</i> gathering. We held a 10-day open house in Balai Berita Bangsar and Sri Pentas with a four-seasons photo booth and parody <i>Raya</i> video being among the activities.	Yearly								
<b>Festival Subsidies</b>	We gave festival subsidies to all employees to share the joy of the festive seasons.	Every festival								
<b>MPB Town Hall</b>	We held a town hall session on 8 November 2019 at Balai Berita Bangsar to brief employees on our organization's current position and future plan.	Ad-hoc								
<b>Farewell Ceremony</b>	We held a farewell ceremony for departing employees from the 3R, Customer Service and Technical Operations Departments. Held on 29 March and 25 April 2019, the ceremony appreciated their service and contributions. We presented souvenirs to 61 employees.	One-off								
<b>Let's Coffee</b>	<p>Our Let's Coffee platform allowed employees to get up close and personal with senior management in a casual and relaxed setting.</p> <p>Hosts and participants shared their roles in the organisation and personal interests. We encouraged employees to share their opinions, ideas and work concerns.</p> <p><b>Let's Coffee Sessions in 2019</b></p> <table border="1"> <thead> <tr> <th>Date</th> <th>Host</th> </tr> </thead> <tbody> <tr> <td>18 February 2019</td> <td>Mr Rafiq Razali, CEO of MPD</td> </tr> <tr> <td>1 July 2019</td> <td>Mr Seelan Paul, CEO of RIPPLE</td> </tr> <tr> <td>10 September 2019</td> <td>Mr Shukor Ariffin, CEO of Big Tree</td> </tr> </tbody> </table>	Date	Host	18 February 2019	Mr Rafiq Razali, CEO of MPD	1 July 2019	Mr Seelan Paul, CEO of RIPPLE	10 September 2019	Mr Shukor Ariffin, CEO of Big Tree	Ad-hoc
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# LABOUR PRACTICES AND DECENT WORK

## Employee Engagement Activities 2019 (Cont'd)

Initiative	Description	Frequency																								
 <b>HEALTH &amp; WELLNESS</b>																										
<b>Employee Wellness Programme</b>	We subsidise all employee wellness classes. In 2019, we held fitness classes every Monday and Wednesday at Sri Pentas, and every Tuesday and Thursday at Balai Berita Bangsar.	Biweekly																								
<b>Laser Tag Combat</b>	We organised Laser Tag Combat at Galactic Laser Sunway Pyramid on 20 April 2019 for 96 employees.	Ad-hoc																								
<b>Perkeso Labour Day Run &amp; Ride 2019</b>	We attended the Labour Day Run & Ride 2019 at Dataran Putrajaya, Precinct 3, Putrajaya on 28 April 2019. One hundred and fifty employees represented us in the 5-km and 10-km run, and 20-km and 40-km bicycle ride categories.	Ad-hoc																								
<b>National Day Parade</b>	We took part in the National Day Parade under the GLC & Private Sector contingent on 31 August 2019 in Precinct 3, Putrajaya. Our participation demonstrated solidarity, love and support for the nation.	Yearly																								
<b>Bulan Sukan Negara ("BSN")</b>	<p>We invited employees to participate in a series of activities organised under #letsgetphysical. These activities were held in conjunction with the National Sports month, which is widely celebrated in October 2019.</p> <p>Our Group Human Resources collaborated with Kelab Media Prima and Kelab Sukan NSTP to make this event a success.</p> <table border="1"> <thead> <tr> <th>Week</th> <th>Games</th> <th>Date</th> <th>Venue</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Let's Get Physical Kick-Off: a) Move to the Groove group exercise b) Stairs Challenge</td> <td>4 October 2019</td> <td>Balai Berita Bangsar &amp; Sri Pentas</td> </tr> <tr> <td>2</td> <td>Bowling</td> <td>9 October 2019</td> <td>One Utama Shopping Centre</td> </tr> <tr> <td>3</td> <td>Volleyball, Takraw &amp; Dodgeball</td> <td>19 October 2019</td> <td>Balai Berita Bangsar</td> </tr> <tr> <td>4</td> <td>E-games</td> <td>23 October 2019</td> <td>Balai Berita Bangsar</td> </tr> <tr> <td>5</td> <td>Soccer</td> <td>30 October 2019</td> <td>Stadium UM Arena</td> </tr> </tbody> </table>	Week	Games	Date	Venue	1	Let's Get Physical Kick-Off: a) Move to the Groove group exercise b) Stairs Challenge	4 October 2019	Balai Berita Bangsar & Sri Pentas	2	Bowling	9 October 2019	One Utama Shopping Centre	3	Volleyball, Takraw & Dodgeball	19 October 2019	Balai Berita Bangsar	4	E-games	23 October 2019	Balai Berita Bangsar	5	Soccer	30 October 2019	Stadium UM Arena	Ad-hoc
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5	Soccer	30 October 2019	Stadium UM Arena																							
<b>Health Awareness Programme</b>	We host a Health Awareness Programme three times a year to promote a healthy lifestyle and good mental health. As part of this programme, we invited an experienced medical practitioner to deliver a health talk covering high blood pressure, stroke, managing stress, detecting cancer early and other health-related topics.	3 times yearly																								
<b>Your Everyday Safety ("YES") Posters</b>	We issue a monthly safety newsletter to reinforce the importance of workplace safety. We covered topics such as no smoking, heat stress, haze and safety tips for the rainy season.	Quarterly																								

# LABOUR PRACTICES AND DECENT WORK

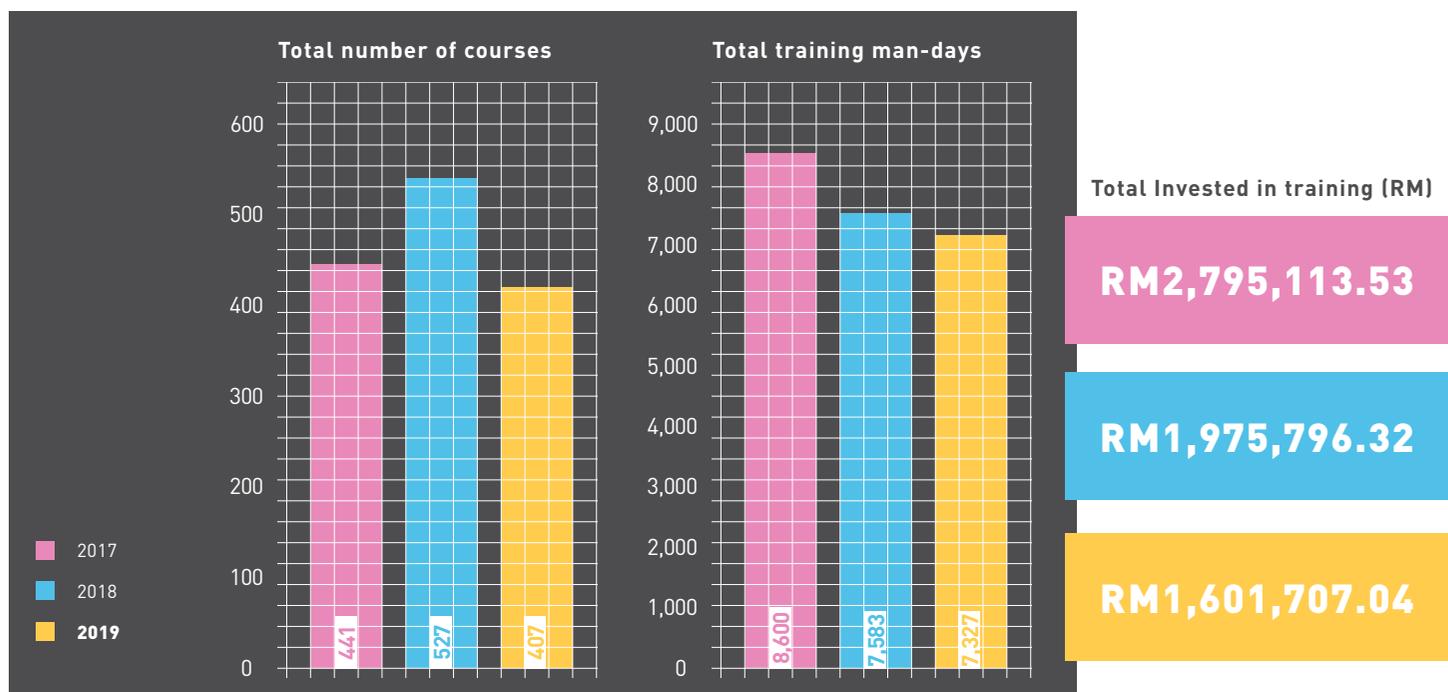
## Employee Engagement Activities 2019 (Cont'd)

Initiative	Description	Frequency
 <b>SPIRITUAL</b>		
<b>Ibadah Qurban</b>	Group Human Resources held <i>Ibadah Qurban</i> in partnership with Surau STMB and Badan Khairat at Sri Pentas and Balai Berita Bangsar on 12 August 2019. The meat was distributed to employees and underprivileged communities surrounding our operations.	Yearly
<b>Fidyah Programme</b>	We distributed contributions raised by our employees to those less fortunate, such as orphans and single mothers, during the fasting month.	Yearly
<b>Ceramah, Taklimat Khas &amp; Qiamullail</b>	We delivered spiritual talks and seminars that offered support to our employees in 2019.	As & when required
<b>Talaqqi Al-Quran, Kuliah Agama &amp; Tahli</b>	We held <i>Bacaan Surah Yassin, Tahli</i> and <i>Doa Selamat</i> every Tuesday at Sri Pentas and every Thursday in Balai Berita Bangsar. Kuliah Zohor was held three times a week.	Weekly

 <b>RELATIONS</b>		
<b>Welfare</b>	We extend moral and financial support to employees in need. On humanitarian grounds, we visit and help staff who are seriously ill or require calamity aid.	Ongoing
<b>International Celebrations, Birthdays &amp; Work Anniversaries</b>	We strive to make the workplace fun, productive and creative by celebrating employees' birthdays, internationally-recognised occasions such as Women's Day and Men's Day and work anniversaries through personalised email greeting.	Ongoing

## PERFORMANCE AND DEVELOPMENT

Developing our people to create future leaders is deeply rooted in our corporate culture. Learning goes hand in hand with career development through learning on the job, feedback and courses.



# LABOUR PRACTICES AND DECENT WORK

## 2019 TRAINING HIGHLIGHTS

<b>90%</b> Average attendance per programme	<b>3,463</b> Total staff
<b>RM1,601,707</b> Invested in staff	<b>RM462.52</b> Average invested per employee
<b>17</b> Average hours of training per employee	<b>2</b> Average man-days of training per employee

## Talent Development and Learning Strategy

Human capital is as important as technologies, processes and infrastructure in our digital transformation. The transformation process inculcates elements of leadership and strategy into the business and digitalises its DNA.

Learning and development offerings drive our digital maturity while demonstrating investment in employees for the future. As pressure to improve learning and development opportunities intensifies, those charged with skills progression must develop new ways to empower employees and offer opportunities to grow within the business. The Learning and Development Team has prioritised digital literacy and leadership in the digital era to support our digital transformation journey.

Digital transformation leverages on technology, digital mindsets and new ways of working to divert an organisation onto a path of exponential growth. Employees of all levels must comprehend digital disruptions and their implications which redefine the organisational strategy. We continue to refine these digital processes and strengthen our people's capabilities in managing and leading Media Prima in the digital age.

## BEHAVIOURAL COMPETENCY

A set of values, knowledge and abilities are essential for all employees regardless of their roles so we can embrace the opportunities of digitalization. It is formed from two core components: **Digital DNA** and **Digital Literacy**

### Digital Literacy

Outlines the underlying knowledge and digital skills required to enable us to drive the vision and mission.



### Digital DNA

Is aligned with our core values. The values make us who we are. As we change and grow, the beliefs that are most important to us stay the same.

## media prima DIGITAL LITERACY

### 1 Digital Information

Making the best use of software, tools and techniques to:

- Source digital information
- Organise digital information
- Interpret digital information
- Develop digital information strategies

### 2 Digital Communication/ Collaboration

Using IT tools to communicate and collaborate with others for different purposes on:

- The use of digital communications
- Selecting and configuring a range of digital media communication and collaboration tools
- Moderating digital communications and collaboration tools using a range of media
- Managing collaborative tools and social networks

### 3 Digital Application

Using an appropriate digital system, software apps and tools to carry out tasks and improve productivity for:

- Employment and job-related tasks
- Selecting and using a range of digital mediums to develop quality solutions
- Customising, reviewing and improving solutions quickly
- Developing business

### 4 Digital Security, Risk & Governance

Protecting hardware, software and data within an IT system against theft, malfunction and unauthorized access by:

- Using safe and secure practices when working with digital systems
- Setting up security software for digital systems
- Implementing security procedures for digital systems

# LABOUR PRACTICES AND DECENT WORK

## Google Suite Productivity Tool Workshops

We migrated our IT systems to include G Suite and Cloud productivity tools as part of our digital transformation journey. These tools enhance connectivity, speed, ease of collaboration and security to help increase the productivity of employees.

We delivered a Google Suite Productivity Tool Workshop that covered the major Google Suite tools.

**GOOGLE SUITE TOOLS COVERED**


Google Sheets


Google Slides


Google Documents


Gmail


Google Drive


Google Calendar


Other Google tools available

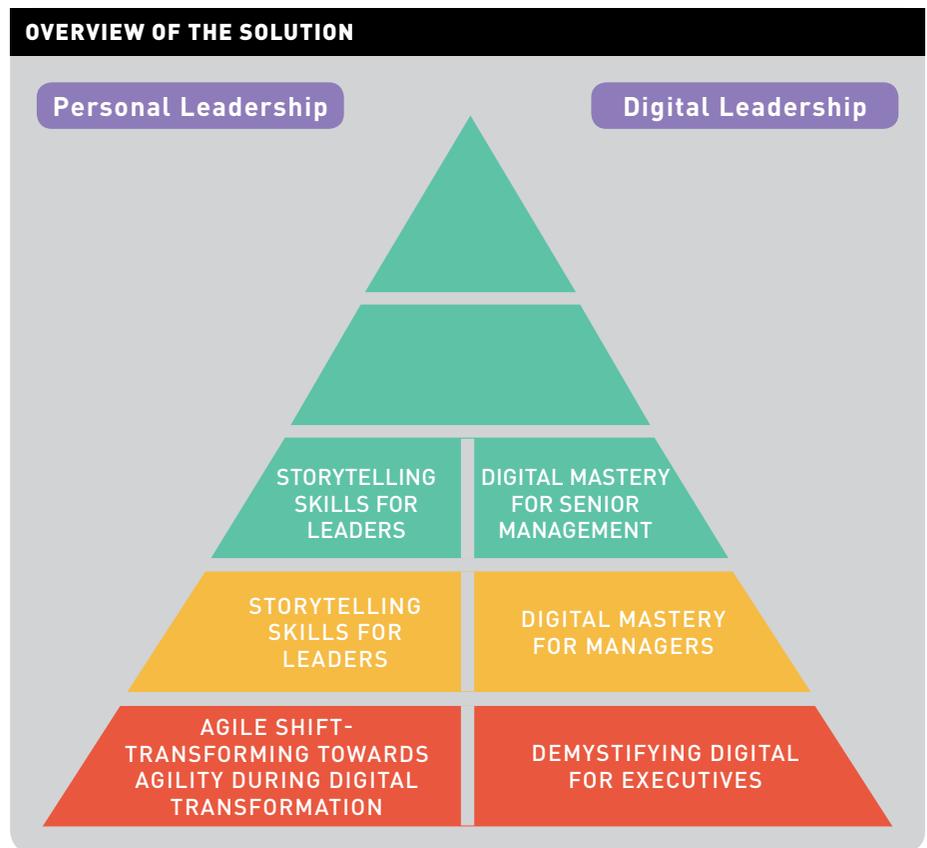
Our digital literacy development commenced on 3 January 2019 and 841 employees were trained throughout the year. The average score for the Level 1 evaluation was 83%. Training is ongoing to ensure that all employees are competent in G Suite applications and more training sessions are scheduled for 2020.

## Leadership in the Digital Era

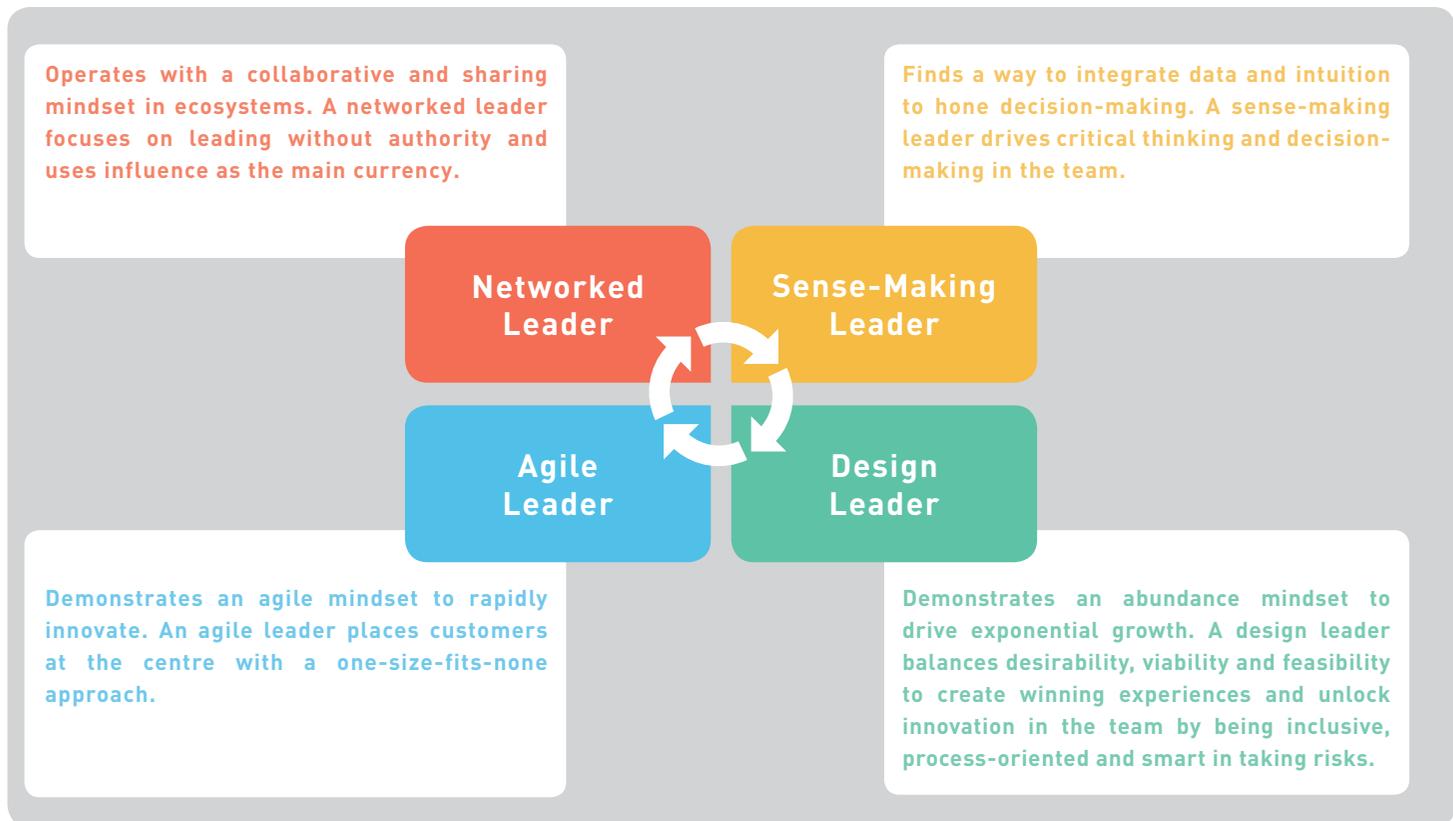
Leadership training is necessary to adapt to the pace of change in this digital world to remain relevant. Successful leaders are able to understand and reimagine the extent that technology can have on the organisational culture and strategy and the ramifications of digital disruption.

We equip our leaders with the necessary skills and knowledge for the digital era. Senior managers, managers and executives are being prepared for current or future leadership positions. Leaders are trained to overcome the digital revolution that blurs boundaries that previously existed in the traditional media industry. This scenario is called Digital BLUR.

The first cohort of 24 senior leaders attended our Leadership Development Programme in August 2019. Four elements were considered to help Media Prima thrive in Digital BLUR.



## LABOUR PRACTICES AND DECENT WORK



We also engage external experts to deliver training programmes that are relevant to our industry and business operations and stay abreast with the latest trends, technologies and developments.

### External Training Programmes Delivered in 2019

Date	Programme	Training Provider
21 January 2019	Facebook Boosting Training S1	Facebook
10 April 2019	Panasonic Camcorder (Ag-Hpx250) Refresher Course	Panasonic Malaysia
16 April 2019	Online Shopping Awareness Session	Tribunal for Consumer Claims Malaysia
30 April 2019	Digital Workshop - Dos & Don'ts of Managing A Social Media Crisis, Content Makes A Difference, Clients Expectations in New Media Ecosystem, E-Commerce Excellence and Digital Fast Forward	GroupM
21 – 23 June 2019	Safety Awareness Programme	Bomba Dan Penyelamat Malaysia
26 June 2019	Cyber Security Awareness	Cyber Security Malaysia
7 August 2019	Talk on Music Rights and Usage	OSM Malaysia
16 August 2019	Talk on the Control of Tobacco Product Regulation	Ministry of Health
19 August 2019	Talk on the Role and Functions of Puspal Unit	Ministry of Communications and Multimedia

## LABOUR PRACTICES AND DECENT WORK

### External Training Programmes Delivered in 2019 (Cont'd)

Date	Programme	Training Provider
23 August 2019	Tackling Common Mistakes When Drafting Financial Statements (Group Finance)	PricewaterhouseCoopers
28 August 2019	Cyber Security Awareness Talk	KPMG
25 September 2019	Understanding the Principles Underlying the Disclosures Related to Revenue, Financial Instrument, Leases Better and Updates on New MRFSS	PricewaterhouseCoopers
21- 23 October 2019	Legal Awareness Seminar 2019	<ul style="list-style-type: none"> <li>• Ministry of Domestic Trade &amp; Consumer Affairs</li> <li>• Ministry of Health</li> <li>• Messrs. Raja Riza &amp; Associates</li> <li>• Messrs. Zul Rafique &amp; Partners</li> <li>• Messrs. Koh Dipendra &amp; Jeremiah</li> <li>• Messrs. Suflan TH Liew &amp; Partners</li> <li>• Messrs. Bustaman</li> </ul>
29 October 2019	Telco 101 Workshop	Digi Malaysia
14 November 2019	Wacana Pemartabatan Bahasa Kebangsaan	Dewan Bahasa dan Pustaka

#### Legal Awareness Seminar

We held the inaugural Legal Awareness Seminar from 21 to 23 October 2019 at Balai Berita Bangsar. This Seminar aimed to raise employee awareness towards current legal trends and regulations relevant to their respective roles as media practitioners.

Freedom of the press, online defamation, amendments to employment law, advertisement guidelines and copyright protection, infringement and commercialization in the digital age were covered. The presenters included Partners from reputable law firms, representatives from the Ministry of Health and Ministry of Domestic Trade and Consumer Affairs, Malaysia.

#### WORKPLACE SAFETY AND HEALTH

We are committed to providing all employees, visitors and contractors with a safe and sustainable work environment. Various measures are in place to ensure employees' healthy wellbeing including eliminating excessive working hours and encouraging a good work-life balance.

We are committed to protecting the health and safety of our workers and eliminating work-related illness and injury. Zero harm is the ultimate goal and this reflects our belief that all workplace injuries and illnesses are preventable. Ensuring our people are not hurt at work and can return home without injuries is of paramount importance.

We aggressively protect the health and safety of our colleagues and contractors by identifying risks, developing solutions and encouraging participation. Listening closely to our colleagues helps us identify and prioritise each organisational risk. We catalogue risks identified by our employees during any post-incident investigation.

Internal audits check that our safety management systems have been implemented effectively. The audit team is responsible for observing practice, recording, interviewing relevant staff, drafting corrective action and presenting the findings to the Board.

## LABOUR PRACTICES AND DECENT WORK

### Safety and Health Committees

Our safety and health committees comprise a chairman, a secretary and both employer and employee representatives. This structure adheres to Section 30 of the Occupational Safety and Health Act 1994. The Safety and Health Committee, led by a Chairman, reports our safety performance to the Board.

### Composition of Safety and Health Committees

Location	Chairman	Secretary	Employer representatives	Employee representatives
Balai Berita Shah Alam	1	1	10	9
Balai Berita Bangsar	1	1	11	11
Sri Pentas	1	1	3	10

The OSH Committee is represented by 1.8%, 0.9% and 1% of the total workforce at Sri Pentas, Balai Berita Bangsar and Balai Berita Shah Alam, respectively.

### Additional Safety Requirements for Workers and Contractors

All contractors are required to attend a safety briefing conducted by Media Prima's Occupational Safety and Health unit. Contractors without a working pass are not permitted to perform any duties in Media Prima's vicinity.

Media Prima contractors must submit their company license and competent person certificates for their specific activities such as:

- Bomba certificate for fire contractors
- Wireman Nil for electrical contractors
- Competent person certificate for lift and elevator contractors
- Working at Height ("WAH") certificate for contractors working at height such as building cleaning, installing stage lighting or climbing
- Training certificate for any forklift, sky lift and crane operations

Big Tree has made it compulsory for all contractors and workers installing OOH panels to complete the:

- Expressway Operation Safety Passport ("EOSP"); and
- Green Card training by CIDB.

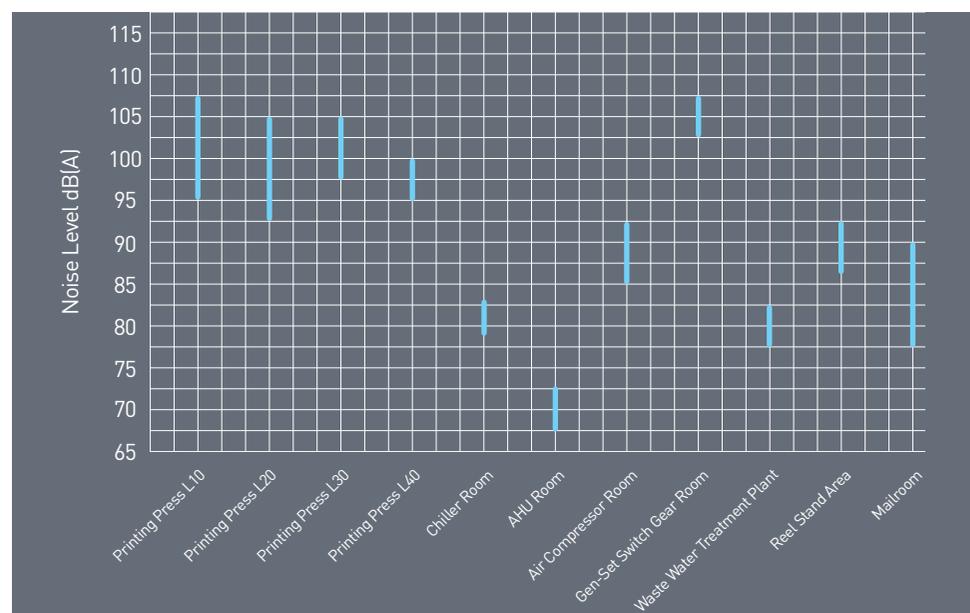
All workers and contractors are required to renew their EOSP passport every three years to ensure they are kept abreast with the current occupational safety and health culture.

Contractors and workers performing high-risk work attend EOSP training conducted by NIOSH. Operations must follow the drawing endorsed by Big Tree's traffic management officer if lanes are closed.

### Noise Monitoring

The extent of noise in Balai Berita Shah Alam printing site was monitored. Data on the equivalent A-level ("dBA"), as well as minimum and maximum sound pressure levels, were collected. We continue to monitor noise pollution resulting from our operations to determine the exact impact it has on our workers. These results help us devise a general hearing conservation programme to protect them.

### Noise Monitoring Results at Balai Berita Shah Alam



## LABOUR PRACTICES AND DECENT WORK

### Smoke-Free Workplace

We responded to the World Health Organisation's call to create smoke-free workplaces in 2019. Creating a smoke-free environment in the workplace helped us protect employee health and the bottom line.

We clearly stated that smoking is not permitted on workplace grounds from 2019. Designated outdoor smoking areas are clearly identified for those wishing to smoke.

### Safety Initiatives

Date	Location	Safety Programme
14 March 2019	Advance Safety Riding 2020	Advance Safety Riding 2020 with Kelab Media Prima
21 - 22 June 2019	Sri Pena Port Dickson	Fire Safety Awareness by the Fire Rescue Malaysia ("BOMBA")
16 July 2019	Sri Pentas	Training for Emergency Response Team
19 July 2019	Balai Berita Bangsar	Emergency Response Team training
22 July 2019	Sri Pentas	Fire drill
25 July 2019	Balai Berita Bangsar	Fire drill
31 July 2019	Glenmarie Studio	Fire drill
15 August 2019	Kuala Lumpur Convention Centre	Media Safety Passport ("MSP") training programme (under NIOSH)

### Our Safety Performance

Indicator	2017	2018	2019
Injury rate for total workforce	1.4	1.5	0.9
Occupational diseases rate for total workforce	0	0	0
Lost day for total workforce	87	348	76
Absentee rate for total workforce	0	0	0
Absolute number of fatalities for total workforce	0	0	0

### FREEDOM OF ASSOCIATION

We respect the Industrial Relations Act 1967 and relevant local laws that protect the rights of workers to bargain collectively in the context of the International Labour Organisation ("ILO") standards. The freedom to join trade unions and bargain collectively is at the core of workers' rights. We protect the rights of all employees to join unions of their choice while promoting freedom of association in the workplace and throughout our supply chain.

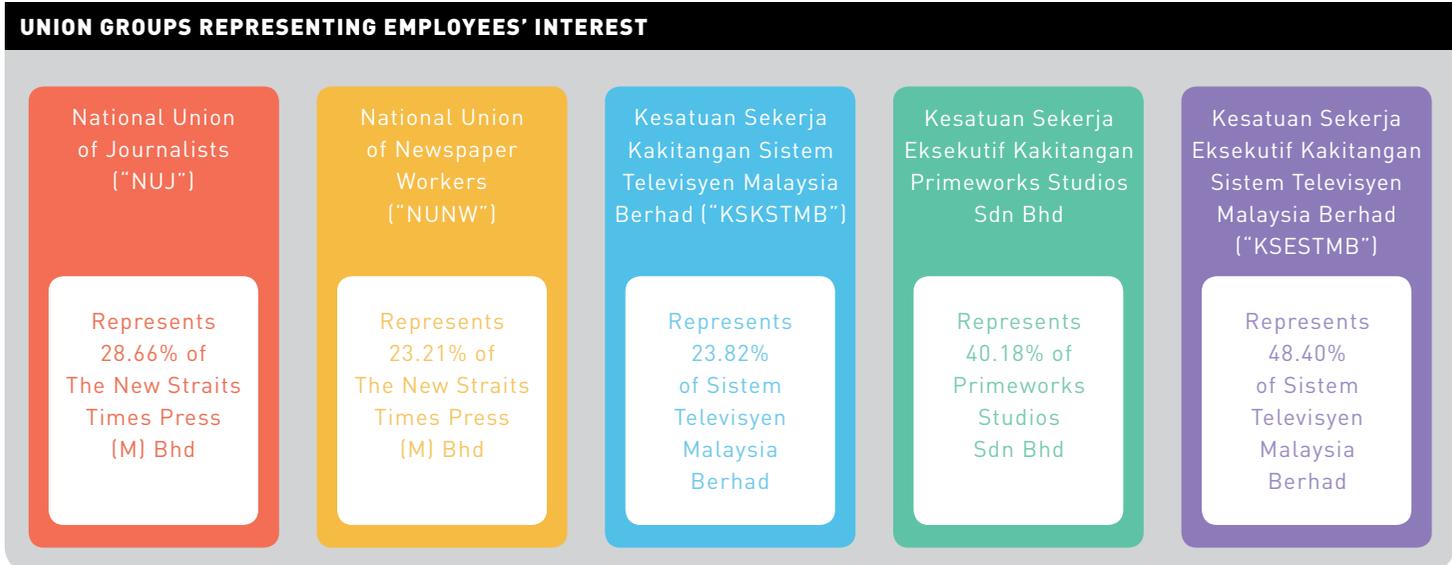
We uphold employees' freedom of association and the effective recognition of the right to collective bargaining. Regular dialogue with our employees and union representatives creates an opportunity to discuss matters of mutual concern and interest.

In 2019

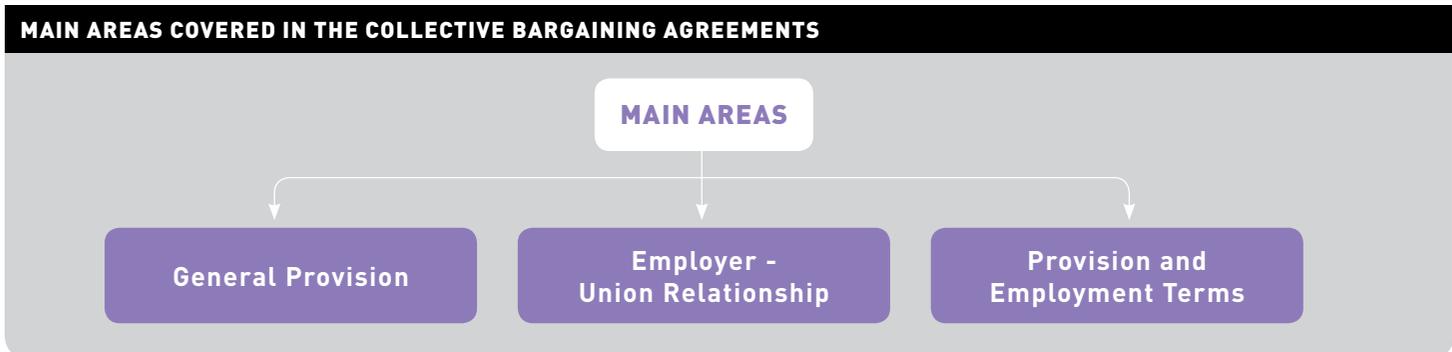
**1,270** employees, or **34.42%** of the total workforce, belonged to a union of their choice

# LABOUR PRACTICES AND DECENT WORK

## UNION GROUPS REPRESENTING EMPLOYEES' INTEREST

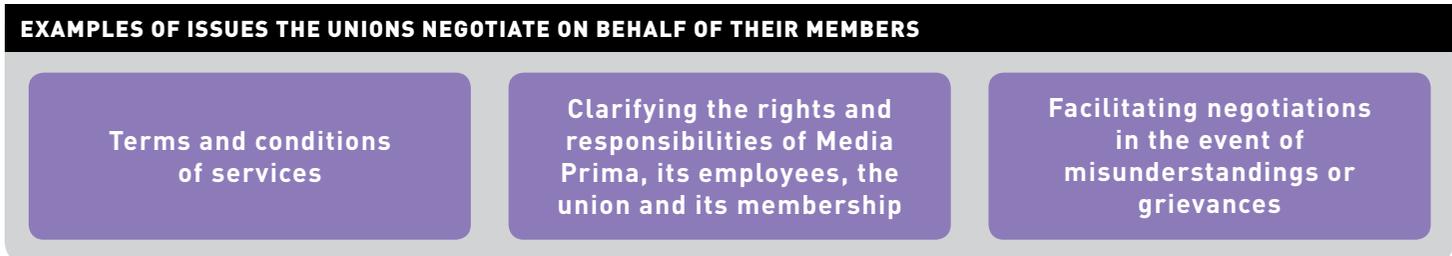


## MAIN AREAS COVERED IN THE COLLECTIVE BARGAINING AGREEMENTS



We cooperate with the unions on any arising employment issues and respect them as the principal bodies for negotiating several matters on behalf of their members.

## EXAMPLES OF ISSUES THE UNIONS NEGOTIATE ON BEHALF OF THEIR MEMBERS



The unions are also represented on the Occupational and Safety Health Committee to ensure employees' safety at work is prioritised.

## OUR COMPLIANCE WITH EMPLOYMENT AND HUMAN RIGHTS STANDARDS

We comply with the Children and Young Persons (Employment) Act 1966. Our policy for employing young talents for programmes states that children below the ages of 18 must be accompanied by their parents when performing their roles.

We are pleased to report that there have been no incidents of discrimination or risk to freedom of association and collective bargaining. There were also no incidents or risks of child, forced or compulsory labour. There were no violations of human rights involving the rights of indigenous people at any time in the Company's history.

# PRODUCT RESPONSIBILITY

## MEDIA PRIMA UNFOLDS NEW HORIZONS FOR AN ENHANCED STAKEHOLDER EXPERIENCE

### Driving Video Content Through YouTube

We are currently working with YouTube through its Player for Publishers service. Partnering with this US-based video platform allows us to reach more viewers. Consolidating our online video content through YouTube’s video streaming service gives us greater access to monetisation opportunities.

#### HIGHLIGHTS OF YOUTUBE PLAYER FOR PUBLISHERS SERVICE

- Aligned with our transformation plan to become Malaysia’s leading digital-first content and commerce company
- Provides access to Media Prima’s content on YouTube
- Reduces costs by embedding YouTube’s video player across multiple devices
- Generates sustainable revenue through programmatic advertising, one of the fastest-growing digital revenue segments

There is a huge demand for digital content from our audiences and advertisers. Given the huge popularity of local content and YouTube’s popularity among Malaysian viewers, this sustainable solution can unlock the full potential of our content and generate additional revenue.

The Internet has changed the way we reach our audience. Introducing more collaborations will help us track the popularity of content in real time.

## STAYING RELEVANT IN THE DIGITAL SPACE

Partnerships and content collaborations with global partners such as YouTube, Dailymotion and Ziff Davis have allowed us to publish video content on these popular digital platforms.

Our viewers can consume officially uploaded and high-quality videos from MPTN, RIPPLE, NSTP and MPD, on multiple platforms. This helps us reach more viewers and improves monetisation.

### Hello Sarawak!

Media Prima signed a memorandum of understanding (“MoU”) with Sarawak-based news publisher, SV News Sdn Bhd, on 11 November 2019. This strategic collaboration with SV News’ publications - Suara Sarawak and New Sarawak Tribune - will enhance media services and content in Sarawak. It will leverage our integrated media platforms for mass reach and experience in news publishing, educational content, broadcasting operations, content creation and digital consulting.

## OVERALL AREAS OF COLLABORATION



**HUMAN CAPITAL DEVELOPMENT**



**TECHNICAL KNOW-HOW**



**NEWS PRODUCTION**



**CONTENT EXCHANGE**



**MARKETING AND DISTRIBUTION OF EDUCATIONAL CONTENT FOR PRIMARY AND SECONDARY STUDENTS**



**MARKETING AND PROMOTING OF SARAWAK AT LOCAL AND INTERNATIONAL EVENTS**

We have already begun collaborating by distributing:

- BH’s education content, BH Didik, BH Minda and BH Skor, in Suara Sarawak
- New Straits Times’ education content, NST School Times, in the New Sarawak Tribune.

We are confident that our various media platforms will be the ideal outlets for Sarawak's culturally diverse talents and content to reach the rest of the country.

### E! News Goes Across Media Prima Platforms

MPTN launched E! Media Prima TV Networks, its own version of E! News. Unlike traditional television programmes, the news is broadcast on YouTube in bite-sized, ten-minute episodes. The new programme democratises content on our digital platforms by giving entertainment fans easy access to the latest celebrity news and gossip. Each day of the week features different interests.

### Media Prima and iflix Partnership to Boost Premium Local Content Offering

Since 2018, Media Prima has embarked aggressively in democratising its popular content. We go beyond our traditional ecosystem to cater to the increasing demand for digital content among consumers.

In April 2019, we partnered with iflix, Southeast Asia's largest digital entertainment service. Our content has been available on iflix for free since June 2019, one hour after being broadcast on linear TV, to offer all viewers a rich on-demand experience.

More than 1,000 hours of library content are also available through a dedicated tonton branded channel on iflix's platform. Offering tonton, Malaysia's most-watched video streaming platform, in iflix provides users with the best local content available. This collaboration has helped:

- Expand our digital reach across Malaysia
- Significantly increase the number of online videos
- Provide easy access for consumers
- Offer greater content monetisation opportunities through iflix's ad-supported tier, iflixFREE

**Our total monthly online video views across all digital platforms to date stands close to 150 million.**

This broader strategic partnership also includes plans for commissioning new content and drama co-productions with iflix. This democratisation strategy has also allowed us to expand our digital reach in line with the growth in digital advertising.

“

This alliance is a significant milestone and another considerable boost to iflix's local content offering. Over the past three months, we have accelerated the pivot away from Western towards local and regional programming, to deliver the most relevant and compelling content to users in our territories for free. A strategic partnership of this scale with a progressive partner like Media Prima builds upon the strengths of both our organisations to provide viewers across Asia with the best possible entertainment experience.

”

**Mark Britt,**  
iflix Co-Founder and Group CEO

### RIPPLE TRANSFORMATION

RIPPLE continues to synergise its digital media, broadcast and commerce to unlock digital advertising and consumer revenue opportunities. Ripple ties together its broadcast brands:

- Hot FM, One FM, Fly FM, Kool FM, a podcast platform - Ais Kacang, an e-commerce platform - SuperDeals; and
- Seven new digital assets - Dhia, Donna, Lunaria, The Laki, Likely, Chapters and Wakeke

### Station Apps

RIPPLE partners with key telecommunication providers, allowing users to stream content and music via their mobile devices without any data charges. Celcom, DiGi, UMobile and Maxis subscribers can stream Fly FM, Hot FM, One FM and Kool FM radio stations without it affecting their data usage.

### Partnership with Global Brands for Affiliate Marketing Solutions on Air

RIPPLE entered into a partnership agreement with Involve Asia ("IA"), a performance-based marketing company preferred and trusted by global brands for affiliate marketing solutions. IA owns 'Involve', the popular affiliate marketing platform connecting brands with their publishers to achieve their advertising and marketing goals.

#### SuperDeals

Allows selected products available on the site to be promoted by IA's publishers

#### 7 Digital Brands

Promotes products available on IA and gains additional revenue for each conversion

## PRODUCT RESPONSIBILITY

### Did you know?



SuperDeals is Malaysia's first e-commerce platform with a trilingual website and customer service. This voucher-focused e-commerce platform offers maximum savings to customers with deals on food and beverage, beauty and spa, travel services and activities.

### REV Asia Acquires Stake in TanTanNews

REV Asia Holdings Sdn Bhd acquired a 25% stake in Monster Scape Sdn Bhd, the owner and publisher of the Chinese social news portal TanTanNews (www.tantannews.com). REV Asia now represents the online news portal as the Exclusive Advertising Reselling partner.

TanTanNews is a Chinese language social news media and content portal. Primarily, it covers the latest news and trendiest stories on entertainment, travel, fashion and lifestyle. Launched in 2013, it has become a prominent brand and source for many visitors from Malaysia and the region.



### ACQUISITION HIGHLIGHTS

- Strengthens REV Asia's dominant position in the millennial Chinese-speaking online community
- Helps increase the number of users in the social news and entertainment segments
- Allows rapid scaling to help potential advertisers reach out to younger Chinese who are inclined to read the news
- Solidifies Media Prima's position as the largest local digital media company in Malaysia
- Recorded 2.8 million page views and 1 million users in November 2018 by Google Analytics for TanTanNews

This is part of our transformation strategy to seek strategic acquisitions and partnerships that will drive growth in the digital segment and complement our core businesses.

### Venturing Into Esports

Media Prima is driven to become much more than just a media company. Recently, esports has shown tremendous growth in both market value and the number of players. Malaysia has been expanding esports by elevating those who were previously unnoticed.

MPD created an all-new digital platform upon entering the industry. MyGameOn ("MGO") focuses on gaming and esports with a local twist. In 2019, we celebrated MGO's two-year anniversary, reflecting our extensive efforts to bridge gamers and build communities. We have reached out to over 200,000 monthly active users' providing the latest esports updates, live event coverage, reviews and sponsored content. Our recent partnership with global gaming brand, IGN to operate IGN Southeast Asia, demonstrates our commitment to championing the esports industry in Malaysia and the region.

On 29 January 2019, MPD and Celcom Axiata Berhad launched the XPAX Kejohanan E-Sukan Kampus ("KEK") 2019. This showcases esports teams from top higher-learning institutes competing for a cash prize pool of RM180,000.

KEK was organised to uncover these new talents and create a platform for students to showcase their skills and initiate healthy gaming. This esports tournament applied the learning elements through educational booths and sharing sessions. Students and the public learned about esports from gaming industry leaders.

Organised by MyGameOn, in collaboration with their esports partner Kitamen, KEK was held in five different zones in Malaysia. The grand prize included Mobile Legends Bang Bang, Pro Evolution Soccer 2019 and DOTA 2.

We hope KEK will promote healthy gaming to more than 1 million students from all higher learning institutes throughout the country on healthy gaming and highlight the potential of this industry in their future careers.



## PRODUCT RESPONSIBILITY

### ABOUT MYGAMEON

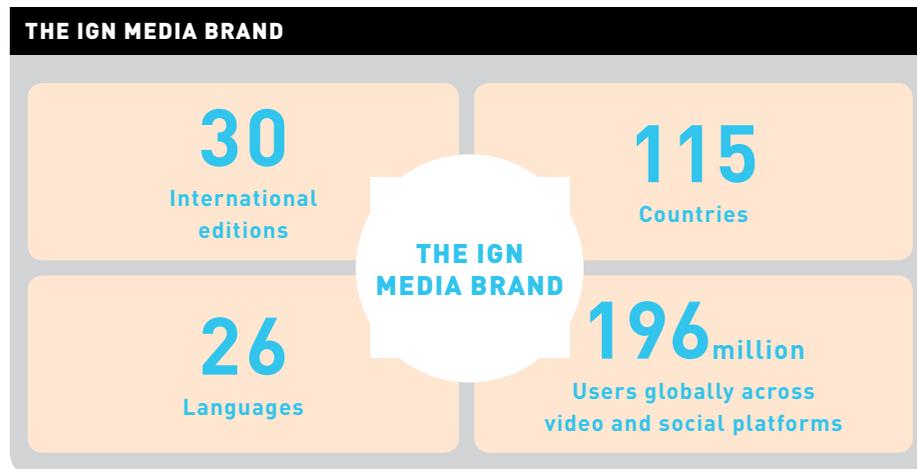
MyGameOn is a comprehensive online portal that provides gaming news, reviews and events. It features both local and international content but focuses on a Malaysian audience. MyGameOn targets urban and sub-urban customers aged 12 to 25 years with a love for gaming or those keeping abreast with the latest trend or news related to games and tournaments. MyGameOn is the one-stop centre for all game lovers.

The Universiti Kebangsaan Malaysia (“UKM”) contingent was the overall champion and won home scholarships worth RM50,000 in the Grand Final round of the Celcom XPAX Campus Esports Championship (“KEK”) 2019.

This is the second time MPD and Celcom Axiata Berhad hosted campus esports championships featuring some of the best higher learning institutions in Malaysia. As a media organisation, we are proud to be able to play a part in supporting the government’s healthy gaming initiatives with the birth of #XPAXKEK.

### Unveiling IGN Southeast Asia

#### THE IGN MEDIA BRAND



MPD signed an agreement with the global digital firm, Ziff Davis, to operate IGN Southeast Asia in Malaysia, Singapore, Indonesia and the Philippines.

IGN is one of the most internationally developed media brands in the world in any category. Its global profile, world.ign.com, represents a unique opportunity for advertisers, offering both scale and local relevance in every key market worldwide.

The new partnership for IGN Southeast Asia follows a similar agreement to:

- One in 2018, between Ziff Davis and Media Prima’s REV Asia subsidiary for Mashable Southeast Asia (sea.mashable.com)
- Separate partnerships in the Asia region such as IGN Japan and IGN China and around the world in Latin America, Europe, the Middle East, Africa and India

### BIG TREE REVEALS INNOVATIVE OOH SOLUTION

Big Tree launched its latest out-of-home (“OOH”) solution in January 2019. Big+ is a suite of offerings bridging its OOH media with cutting-edge online capabilities. This new solution targets business partners, advertisers and media agencies. Consumers are prompted via OOH advertisements and targets through mobile devices. Consumers can immediately respond to advertised products or services on static or digital OOH media.

Technology provides useful consumer insights through non-intrusive means. Embedding such technology in billboards enables advertisers to intercept active consumers with targeted messages throughout the day. The launch of this innovative solution introduces advertisers to a revolutionised way of buying OOH media.

#### BIG+'S SUITE OF DIGITAL SOLUTIONS



Geofence technology serves online banners upon entering a designated geofence



Image scanning technology of OOH static and digital visuals with smart devices, which lead to online activation and engagement



Dynamic digital content where brand messages are customised with real-time influences

# PRODUCT RESPONSIBILITY

“  
**Bridging Experience concerns bridging the gap between awareness and consideration of the purchase, increasing engagement and creating an opportunity for target marketing and sequential messaging.**  
 ”

This move marks an evolution and a revolution for Big Tree and the industry as a whole. OOH remains relevant as it is cost-effective and available 24/7, 365 days a year with an 80% brand recall. Other expansion and upgrades during the year included:

- Establishing new media and expanding current inventory including Iconic @ NSE and NKVE, Beamer Series @ Federal Highway, the Diamond LuMi Series at USJ, Spectacular Backlit Series @ Bukit Bintang and the Halo Panel & Backlit Pillar;
- Additional sites on key roads and expressways in the Klang Valley and externals on LRT lines;
- Architecting CuBig@ Jalan Sultan Ismail to follow the registered industrial design of CuBig@ Bangsar with a Halo LED, engaging the affluent urban audience of KL;
- Upgrading of the CuBigSeries @ Jalan Sultan Ismail which now offers higher definition display for superior showcase of advertisers' visuals; and
- Premiumising assets by upgrading the single-sided Overhead Panel on the NKVE to a Dual-Sided Halo Panel with nearly 70% additional advertising space.

## OPTIMISING SPACE

Previously, telco companies placed their antennae on stand-alone structures which incurred higher costs and required more space. Big Tree's recent innovation encourages them to be placed according to the advertising structure. This is usually at the left or right-hand side of the advertisement to maximise space. Telco companies are only charged for rental and need not erect a tower or dedicated structure for their antennae.

## OUR CONTENT IS IN GLOBAL DEMAND

Primeworks Studios plays an important role in bringing Malaysian content to the global stage. In 2019, Primeworks Distribution sold over 460 titles produced by the Malaysian content industry to Amazon Prime, Disney and major airlines like Emirates, Etihad, Japan Airlines and British Airways. Primeworks Studios is committed to being an active and inclusive player within the industry through expanding its regional and digital footprint.

## The Uprising of the Home Shopping Segment

Our home shopping segment, CJ Wow Shop, continues to gain traction with a new customer base of more than 1.7 million as of 31 December 2019. Its success is driven by increased on-air presence and accessibility throughout Malaysia.

Online shopping is a win-win for the economy. As shopping is simpler and more transparent, customers feel confident with their purchases and get a fair deal. More options and consistency lead to a more stable economy. Better opportunities are presented to retailers who previously have had less visibility or sales.

## MIGRATING TO FULL DIGITAL TV TRANSMISSION

Another milestone in Malaysia's journey towards becoming a more integrated digital nation was reached in 2019. The Malaysian Communications and Multimedia Commission ("MCMC") switched off Analogue TV Broadcasting in phases by November 2019 for the migration to digital TV. The full Analogue Switch Off ("ASO") exercise was completed on 31 October 2019 in Sabah, Sarawak and all regions of Peninsular Malaysia.

The previous free to air analogue TV services operated in the UHF band IV and V (470-798 MHz) whereas the new Digital TV (DVB-T2) services operate in the 470 MHz to 742 MHz frequency bands.



## PRODUCT RESPONSIBILITY

ASO is one of the crucial efforts of the Government to drive the nation towards digitalisation. Currently, the myFreeview Digital TV platform is operated by MYTV Broadcasting Sdn Bhd ("MYTV"). MYTV has distributed more than two million free decoders to eligible recipients, especially the lowest-income B40 households.

MyTV organised a large-scale roadshow throughout Malaysia to ensure that set-top boxes ("STB") are easily accessible to the population. Significant crowds were observed at each location. Media Prima has also been selling STBs to help speed up the acquisition and conversion process through CJ Wow Shop.

We are also conducting a study with MCMC to understand consumer experiences with MyTV more clearly including the installation, viewing, helpline and troubleshooting processes. The study also explores expected services according to consumers' demand in terms of channels and interactivity.

### UNDERSTANDING AND MEASURING LISTENERS' PREFERENCES AND SATISFACTION

Our continuous investment in data is part of our commitment to understanding our audience more clearly. This knowledge helps us distribute more relevant content across our platforms.

Prior to the massive adoption of the internet, nothing could match the reach of radio – not even television. Radio, as the first broadcast media, provides free news, music and entertainment wherever we go.

Today, radio plays a significant role in the community particularly in the field of communication. However, listeners' demographics vary such as age, gender, educational status and occupation. We assume that they have different preferences for functional approaches to broadcast media when they listen to radio stations.

RIPPLE employs several techniques to gauge listeners' preference and satisfaction. The results guide the content team of each radio station in choosing music content.



#### GfK RADIO AUDIENCE MEASUREMENT ("RAM") SURVEY

Conducted over six weeks, this biannual survey targets 6,000 individuals aged 10 years and above. GfK utilises 4,800 paper diaries and 1,200 e-diaries which are good representatives of radio listeners across the country.



#### RADIO INSIGHT

GfK Radio Insights is an annual survey that assesses the behaviour of 1,000 Peninsular Malaysia listeners aged between 15 and 49 years.



#### AUDITORIUM MUSIC TEST ("AMT")

The AMT is conducted annually with 180 listeners aged between 15 and 44 years.



#### MUSIC JURY

Music Jury is a regular process used to determine song playlists on radio stations. Listeners are asked to vote for their choice of songs through the station's website.



#### ONLINE MUSIC TEST

Listeners are asked to rate the song being played to them. The result will help us plan our future playlists.



#### DIGITAL AUDIENCE MEASUREMENT

Digital Audience Measurement includes:

- Google Analytics to track websites and mobile traffic.
- ComScore which is a market standard for measuring cross-platform audiences.
- RADIOactive analyses digital audio and online streaming.
- SimilarWeb is a market intelligence platform that provides comprehensive insight data on websites and mobile apps across all industries.
- Semrush is a SEO tool with a keyword research function that understands keyword strategies used by competitors.



#### FOCUS GROUP DISCUSSION

A group discussion with approximately 8 to 10 listeners provides feedback on broadcast, digital content, talents and other relevant topics. The session also identifies listeners' preferences.

# PRODUCT RESPONSIBILITY

## STUDYING THE NEW REALITY OF WATCHING THE BOX

Viewing patterns are changing and we can now watch content at a time and place of our choosing. The explosion of devices have given us access to more content and brands than ever before. While the television is still the screen of choice for viewing video content, device proliferation and social media interaction are shifting the power from the provider to the people.

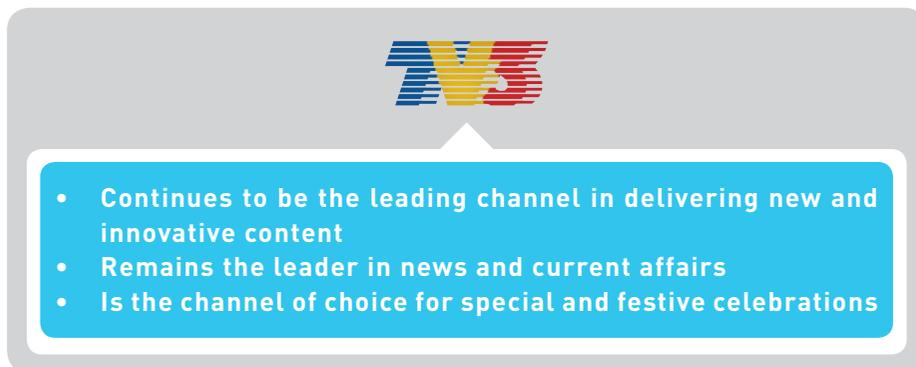
### Heavier Utilisation of Online Research

Various online surveys were conducted in 2019 including:

- 8TV's Z Power to gauge the acceptance and popularity of a local Chinese entertainment show
- ASO and Digital TV Satisfaction Among the Chinese Audience
- YouTube Viewing Behaviour

### A Continuous Partnership With Vodus / Media Prima Digital

The Media Prima Research Team conducted a perception study with Vodus. RIPPLE and NSTP databases were examined to understand viewers' perceptions of TV3.



**TV3**

- Continues to be the leading channel in delivering new and innovative content
- Remains the leader in news and current affairs
- Is the channel of choice for special and festive celebrations

### Single TV Audience Measurement for a Single TV Audience Currency

We have been actively participating and leading the cause of a single TV rating currency. We also advocate the cross-platform viewership rating that includes online viewing such as YouTube, Facebook, Twitter and the OTT, with MCMC being the mediator for the media industry.

### Consolidating TV Viewership With Digital Viewership for Total Content and Total Ad Rating

The Media Prima Research Team works with MPD on formulating the frequency of views and the reach of each programme. Hopefully, the result of these studies will help monetise and generate more sales on each platform.

### MEASURING READERSHIP

NSTP continues to subscribe to Nielsen Company's Consumer and Media View database to track readership of its printed and digital products. NSTP uses multiple systems to extract the viewership of its digital products such as Google Analytics, Comscore, App Annie and Socialbakers.

### Nielsen Consumer & Media View ("CMV")

NSTP monitors readership performance by subscribing to the Nielsen Consumer & Media View ("CMV") database. The CMV database is populated with primary data from face-to-face interviews with 10,000 people aged 15 and above in Peninsular Malaysia. NSTP also tracks the readership performance of its print, digital newspapers and websites.



**THE CMV DATABASE**

- Helps understand consumers' media habits, behaviour and lifestyles
- Monitors changes in readers' demographic profiles over time
- Improves its products and develops a brand plan
- Assists in devising strategies and campaigns that improve readers' awareness, consumption and acceptance of NSTP products and services

## PRODUCT RESPONSIBILITY

### Readership Performance

Type	Publication	Readership ('000)	Reach
Dailies	New Straits Times	113	0.6%
	Berita Harian	633	3.5%
	Harian Metro	1,390	7.6%
Sundays	New Sunday Times	101	0.6%
	BH Ahad	708	3.9%
	Metro Ahad	1,565	8.6%

\* Source: Nielsen Consumer & Media View

### Online Performance

	NST			Berita Harian			Harian Metro		
	2017	2018	2019	2017	2018	2019	2017	2018	2019
Social Media (Accumulation of Facebook likes, Twitter followers, YouTube subscribers and Instagram followers)	1,169,074	1,356,432	1,478,844	6,457,535	7,134,609	7,694,895	5,673,191	6,268,128	6,949,329
News Portal - Monthly average unique visitors	966,544	1,645,111	1,778,274	3,343,664	3,692,154	4,520,335	3,970,525	3,883,751	4,857,005
Mobile Apps download	61,753	89,768	103,870	166,708	211,240	253,732	70,848	74,964	83,638
E-paper apps download	3,865	3,176	2,201	5,778	6,822	4,732	8,652	6,171	3,662
E-paper subscribers	7,150	8,426	6,082	7,280	8,020	2,341	5,973	6,741	5,191

\* Source: Socialbakers, comScore MyMetrix, AppAnnie, Virtualcom Interactive

### CONNECTING WITH OUR STAKEHOLDERS

#### Showcasing Our Extensive Reach and Influence at the MSAM 2019

Consumers are becoming more participative and seek greater information to help in their decision-making. Online resources have become a compulsory tool for validating information.

We must maintain active engagement to understand our audience; the final goal being the ability to deliver the right message to the right audience at the right time. As Malaysia's largest integrated media conglomerate, it is important for us to reach out and keep our stakeholders informed of our array of digital platforms and content.

We participated in Minggu Saham Amanah Malaysia 2019 ("MSAM 2019"). Malaysia's foremost unit trust exhibition was organised

We participated in Minggu Saham Amanah Malaysia 2019 ("MSAM 2019"). Malaysia's foremost unit trust exhibition was organised by Permodalan Nasional Berhad ("PNB") at Amanjaya Mall, Sungai Petani, Kedah from 19 to 25 April 2019.

by Permodalan Nasional Berhad ("PNB") at Amanjaya Mall, Sungai Petani, Kedah from 19 to 25 April 2019. Its objective was to enhance financial literacy amongst Malaysians. We were represented by our four main platforms: Print, Television, Radio and Digital. Each catered to a distinct target audience within the Malaysian population.

## PRODUCT RESPONSIBILITY

NSTP represented our print division and showcased its new Education and Lifestyle verticals. Its three main titles, NST, BH and HM, were also presented in their digital format. NSTP's Education Vertical ("EV") appeals to primary and secondary students with its:

- FullAMark education portal, designed for candidates sitting for UPSR, PT3 and SPM; and
- MindCampus, an app for those pursuing tertiary education in Malaysia.

NSTP's Lifestyle Vertical featured Hijab & Heels, a lifestyle portal for women, providing the latest lifestyle trends, fashion and beauty tips.

MPTN featured its most popular platforms:

- CJ Wow Shop, the home shopping network
- tonton, the online video portal
- xtra, the entertainment and lifestyle portal
- Cantix, a new e-commerce site that sells products by local artistes and celebrities

Combining the power of digital media and broadcast, RIPPLE showcased its new range of seven digital brands: Dhia, Donna, Lunaria, Thelaki, Likely, Chapters and Wakeke. Ripple also featured Malaysia's latest voucher-based e-commerce platform SuperDeals, to complement its positioning as an audience-focused digital media, broadcast and commerce company.

MPD promoted two of its most popular mobile games — Ejen Ali: Emergency and Mak Cun's Adventure. Some of its most immersive portals and apps such as MyGameOn, SirapLimau, OhBulan, Raudhah and Waktu Solat were also featured.

Various fun-filled activities were lined up for visitors at our booth in MSAM 2019 including various games, celebrity appearances, lucky draws and prizes.

### Media Prima Hari Raya Open House

Our Hari Raya Open House celebrated unity with our stakeholders and appreciated their continuous support. Held on 28 June 2019 at the Hilton Kuala Lumpur, 5,000 guests attended including many honourable guests.



This joyous occasion allowed us to meet our stakeholders and appreciate their support. As a multi-racial organisation, these festive occasions bring Malaysians of all races together to celebrate in peace and harmony. This is especially relevant as we are the leading fully-integrated media company.

### Media Prima Media Clinic 2019

The world's media, telecommunications and information technology industries are undergoing a period of unprecedented and profound change. Dramatic technological advances combined with market liberation and globalisation have engendered the digital revolution. It is more important than ever for all industry partners and players to come together to share knowledge and discuss the most effective way of moving forward.

We hosted our inaugural Media Clinic 2019 on 1 August 2019 at Balai Berita Bangsar. Over 70 participants from various ministries attended this one-day workshop. The knowledge-sharing and engagement event improved our rapport and benefited all parties including key stakeholders.

## RIPPLE

### RIPPLE Engage

RIPPLE Engage was an exciting new way to reach audiences and grow the business. This event offered exclusive expo-only marketing packages that utilise audience solution products across digital (content marketing), radio and audio programmatic, and YouTube advertising.

Business owners, managers and marketers attending the event witnessed first-hand, the amazing audience solutions products, the reach, the demographics and the target markets for their businesses. The RIPPLE Engage Digital Media and Broadcast Marketing Expo was held from 23 to 27 September 2019 at The Majestic Hotel, Kuala Lumpur.

### HOT FM Big Jam

A Hot FM concert was held on 30 March 2019 at the Malaysia Agro Exposition Park Serdang ("MAEPS") in Serdang. The concert was a collaboration with Malaysia Riders 2019 and Malaysia Inbound Tourism Association ("MITA"). More than 40,000 people watched live performances by 23 famous and upcoming artistes.



### GPH Merdeka Ride

Hot FM invited 100 listeners to join them for a riding event to Port Dickson in conjunction with the Malaysian Merdeka Day. Jabatan Pengangkutan Jalan ("JPJ") escorted the riders from Sri Pentas to Port Dickson. The event raised awareness of road safety and was an opportunity to engage with our listeners.

### Bombastik CTDK

Malaysia's Queen of Pop, Datuk Seri Siti Nurhaliza Tarudin, turned 40 this year. On 11 January 2019, Hot FM organised a live performance on its Facebook page by several bands and solo artistes in appreciation and recognition of her successful career. The selected songs were a compilation taken from her albums. Multi-award-winning pop singer-songwriter, Datuk Seri Siti Nurhaliza, has been listed as one of Malaysia's richest and most-influential artistes. One of the most award-winning and single-producing vocalists, she has sold more than six million records to date.

## PRODUCT RESPONSIBILITY



### Muaz Kasi Jadi

Our well-loved Kool FM radio host, Muaz, challenged himself to become a singer through the Muaz Kasi Jadi campaign. He attended Mark Adam's vocal class for four weeks. He presented at the Hot Kool Jam concert in Batu Kawan, Penang on 28 September 2019. His performance received great support and compliments from his fans and listeners.



### Duit Dalam Lagu

A Duit Dalam Lagu quiz was held to thank our listeners for their continuous support and loyalty. Listeners were invited to name the songs and singers played during 'Zon Duit Dalam Lagu'. Each winner received a cash prize of RM200.

### #Fly's AM Mayhem Hungry In Your Negeri

Malaysians' obsessive love for food has not changed over the past 60 years. Malaysians' favourite conversations and social media updates revolve around food: eating, cooking, finding the best stalls, restaurant recommendations and the latest trends. A merry food hunt takes us all over our towns, states, country and even the globe.

## PRODUCT RESPONSIBILITY

Earlier this year, Fly FM's breakfast announcers, embarked on a food hunt adventure. Hafiz, Guibo and RD went on a road trip to find the best food in the 12 states of Malaysia.

### One FM You Da Boss Election Game

An election was held in conjunction with One FM's 10<sup>th</sup> anniversary. Listeners were asked to vote for their favourite announcer. The announcer with the most votes was named the winner and the ones with the least were punished. The winner was given the privilege of selecting one loser to escape from punishment.



### Kaw Kaw Day

Kaw Kaw Day is the biggest pop-up bazaar in RIPPLE history. Organised by SuperDeals and Adela Gold, the bazaar was held on 12 October 2019 at MyTOWN, Kuala Lumpur from 10:00 am to 10:00 pm.

More than 20 vendors took part and showcased amazing products such as food, entertainment, health and beauty. The bazaar was also filled with fun activities. Celebrity Chef, Chef Zeniq, who was one of the Top 5 Outstanding Master Chefs, also gave a cooking demonstration.



### Big Tree

#### Big Tree Roadshows

Big Tree hosts quarterly roadshows across the Northern and Southern Regions as well as East Malaysia. Each roadshow typically runs for a week. Hopefully, this regular engagement will enhance our relationships with current and prospect clients and help us meet their needs more effectively.

### COMBATING DIGITAL PIRATES

Pirate websites include everything: music, movies, books, software, broadcasts and over-the-top ("OTT") services. Piracy has caused huge losses to the local creative content industry. Creative industries and the people involved should reap the benefits of creative content. However, there must first be an environment or ecosystem that respects the rights of content creators and has zero tolerance for piracy.

Pirating intellectual property is no different from other types of theft. Despite improving people's lives, digitalisation, in terms of the consumption of content, is also damaging when people use it wrongly. Piracy poses a serious impact on the ability to create content economically. Pirated content is freely available without any returns for the content creators and talents.

The Communications and Multimedia Content Forum of Malaysia does not condone this act. We have implemented a systematic approach to copyright protection for our digital media content. Our Digital Rights Management protects content by embedding a code that prevents its unauthorised redistribution. It also restricts the ways users can download the content they have purchased. The software is encrypted so users who have downloaded a video will be unable to share it. This downloaded content can only be viewed on the tonton platform as the video will not be saved on their devices. Even if the user screenshots the video, the images will be blacked out.

As copyright owners, we use a Content ID system which identifies and manages our content on YouTube. Uploaded videos are automatically scanned against a database of files which have been submitted to YouTube by content owners. When a channel uploads a video containing copyright-protected materials, it will result in a Content ID claim. Companies such as Media Prima who own music, movies, TV shows, video games and other copyright-protected materials automatically issue these claims. Our system also automatically blocks materials from YouTube when a claim is made. The general practice is to block all user-generated content videos containing our Content ID.

Our internal team monitors piracy and reports any cases to the Domestic Trade, Cooperatives and Consumerism Ministry and the Malaysian Communications and Multimedia Commission.

Total links removed  
in 2019:

8,124

Overall views from  
removed links:

59,052,996

# PRODUCT RESPONSIBILITY

## VIEWS BY PLATFORM

**f** Facebook  
16,554,857

**▶** YouTube  
34,843,076

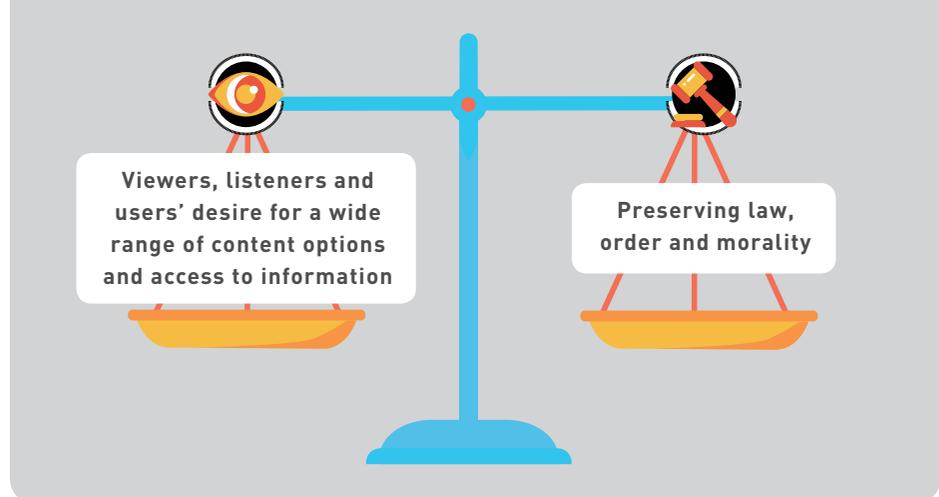
**d** Dailymotion  
7,655,063

We continue to work with industry players, the government and authorities such as the Communications and Multimedia Content Forum of Malaysia ("CMCF") to raise awareness of the damage that piracy causes the content industry.

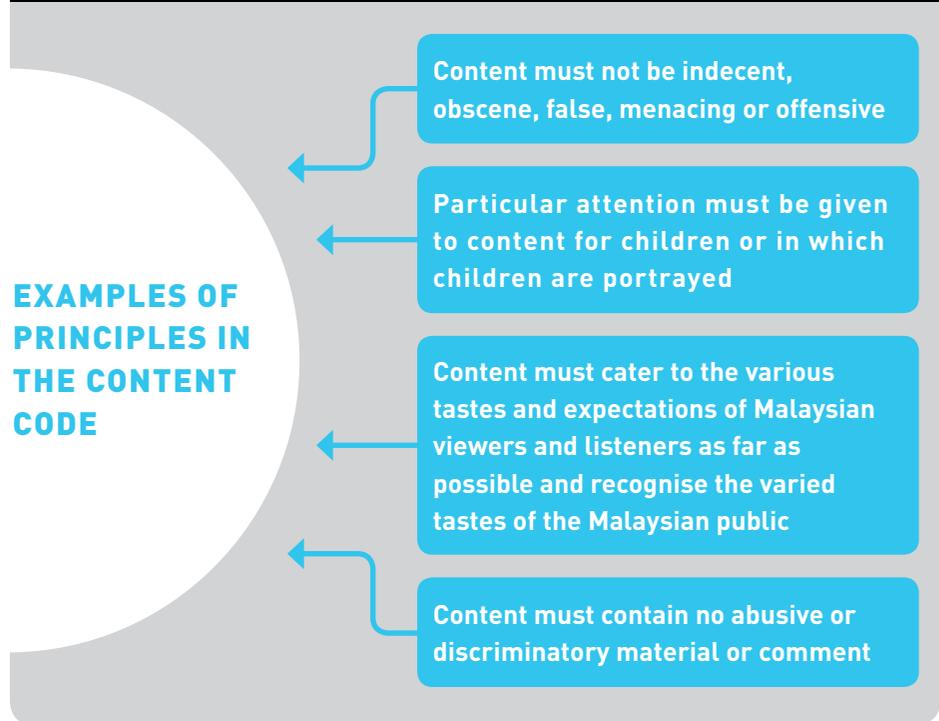
### RESPONSIBLE CONTENT

We abide by the Communications and Multimedia Act 1998 which includes content governing standards and practices in the communications and multimedia industry. The Content Code demonstrates a commitment to self-regulation by the industry in compliance with the Communications and Multimedia Act 1998 (Act 588).

## BALANCING NEWS, REPORTS, ENTERTAINMENT AND ADVERTISEMENTS



## EXAMPLES OF PRINCIPLES IN THE CONTENT CODE



Indecent content that is offensive, morally improper and against current standards of accepted behaviour must not be shown under any circumstances unless approved by the Film Censorship Board.

We pay special attention to content designed specifically for children and those below 14 years. We closely supervise and monitor the selection, control of material, characterisations and plot, making sure that special attention is given to aspects of violence, safety, security and imitable acts.

# PRODUCT RESPONSIBILITY

## Classification and Scheduling

Audiences need adequate information about content to make informed viewing choices based on their personal tastes and standards. We indicate the type of content shown by adopting the following classifications, as according to the MCMC guidelines. We display these classifications at regular intervals throughout every programme.

<b>U</b>	The programme is intended for a broad general audience and is suitable for viewers of all ages. The programme contains little or no violence, no strong language and little or no sexual dialogue or situations.	Can be shown any time of day
<b>PG-14</b>	Parental guidance is required when allowing children below 14 to view this programme. The programme may contain mild physical violence, comedic violence, comic horror, special effects, fantasy, supernatural elements or animated violence. It may also contain some suggestive dialogue and mild sexual situations and innuendo, but depictions will be infrequent, discreet and of low intensity.	
<b>PG-18</b>	Parents and guardians are strongly cautioned to exercise discretion in permitting young persons below the age of 18 to view this programme without supervision. The programme may contain sophisticated themes, some sexual content, discreet sexual references, suggestive language and in some instances strong and coarse language and violence that are dominant elements of the storyline and justifiable within the context of theme and character development. The programme may also contain and deal with mature themes and societal issues in a realistic and candid manner.	Can be shown any time after 7.30 PM
<b>18 &amp; above</b>	The programme is intended for adult viewing and may contain one or more of the following which is considered integral to the development of the plot, character or themes: intense violence and depictions of violence, graphic horror images, graphic language, mature themes, intense sexual situations and suggestive dialogue.	Can only be shown after 10 PM

## Responsible Marketing and Advertising

We recognise our responsibility for the acceptability of transmitted advertising material and ensure that the following guidelines are fulfilled:

- All advertisements are in good taste and conform to applicable laws and regulations; and
- There is no influence by advertisers, or the perception of such influence, on the reporting of news or public affairs, which must be accurate, balanced and objective, with fairness and integrity being the paramount considerations governing such content.

## COMPLIANCE

We have a comprehensive quality control system that is regularly evaluated and improved. There have been no incidents of noncompliance with any laws and regulations concerning the provision and use of our products during this period. We did not have any major incidents of noncompliance with regulations or our own voluntary codes concerning the impacts on our operations.

## THE FUTURE OF MEDIA

Media and the ways we engage with it are constantly evolving. The way we discover, consume, share and pay for Media is evolving from your MP3 downloads to your tonton subscription, from your daily

newspaper to your digital subscription to online newspapers.

The media industry is witnessing a major transformation. Developing the correct transformation strategy is critical as we want to not only stay relevant but also lead. Generally, the industry is shifting from ad-revenue to consumer-revenue and the elevation of the user experience.

Recent research by PwC estimates that the media industry marketers will allocate over half of their budgets to digital advertising by 2023. Smartphone data consumption is also expected to overtake that of fixed broadband by as early as 2020.

This is just the beginning as personalisation and curation are rapidly transforming the media industry. It is no longer simply optimising one experience and has been extended to optimising millions of personalised experiences.

**GUIDING OUR TRANSFORMATION STRATEGY**

**KNOWING** Our audiences including what motivates and interests them

**STAYING** Nimble and flexible

**CRAFTING** Content and shareable media experiences that are compelling and intuitive

Our digital transformation is driven by increased audience expectations and an obsession with delivering the ideal audience experience. We will continue to build on the positive growth achieved by digital and commerce initiatives while taking measures to further improve costs and operational efficiencies. As a Group, we also commit to delivering more effective solutions across our various media platforms to meet the evolving demands of the media industry.

# ASSURANCE STATEMENT

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## INDEPENDENT VERIFICATION STATEMENT

**To: The Stakeholders of Media Prima Bhd**

### Introduction and objectives of work

Bureau Veritas has been engaged by Media Prima Bhd to conduct an independent verification of its Sustainability Report 2019. This Verification Statement applies to the information included within the scope of work described below.

This information and its presentation in the Sustainability Report 2019 are the sole responsibility of the management of Media Prima Bhd. Bureau Veritas was not involved in the drafting of the report. Our sole responsibility was to independently verify the accuracy and assure the information included. This is the 1<sup>st</sup> year we have verified the Media Prima Bhd.

### Scope of work

Media Prima Bhd requested Bureau Veritas to verify the accuracy of the data and information included in the Sustainability Report 2019.

### Methodology

As part of its independent verification, Bureau Veritas undertook the following activities:

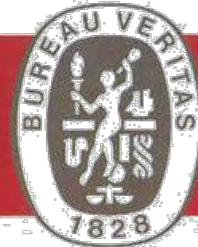
1. Interviews with relevant personnel including the Head of Departments of Media Prima and its group
2. Review of documented evidence produced by Media Prima and its subsidiaries.
3. Audit of performance data
4. Review of Media Prima and its group systems, for qualitative and quantitative data aggregation and analysis.

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5. Site verification and review at 3 different locations, namely Media Prima Bhd at Bangsar, Shah Alam and Bandar Utama.
6. Our work follows Bureau Veritas' standard procedures and the Global Reporting Initiative (GRI) Sustainability Reporting Standards. It is based on current best practice in independent assurance.

The work was planned and carried out to provide absolute assurance. We believe it provides an appropriate basis for our conclusions.

### Our findings

Based on our methodology and the activities described above:

- Nothing has come to our attention to indicate that the reviewed statements within the scope of our verification are inaccurate or unfairly stated.
- It is our opinion that Media Prima has established appropriate systems for the collection, aggregation and analysis of qualitative and quantitative data such as key performance indicators.
- There was significant evidence that The New Straits Times Press (NSTP) sends 100% of its paper waste to Malaysian Newsprint Industries (MNI) for recycling and its plants can print on 100% recycled, mixed comprising 50% recycled and 50% pulp, woodfree and virgin pulp paper.
- Media Prima's energy management committee is mainly responsible for ensuring compliance with the Suruhanjaya Tenaga requirements on the Efficient Management of Electrical Energy Regulations 2008 and examining electricity efficiently in the building. The total energy consumption of Media Prima reduced by 30.31% in 2019.
- Media Prima broke the record as a popular choice for mobile content in Malaysia in January 2019. In December 2019, Media Prima received 12.8 million unique visitors according to Comscore Mobile Metrix (R) Top 100 Properties.
- It is reported that there have been no incidences of noncompliance with any laws and regulations concerning health and safety or major incidents of noncompliance with regulations or Media Prima's own voluntary codes concerning the impact on its operations.
- A Health and Safety Committee has been established and is represented by 1.8%, 0.9% and 1% of the total workforce at Sri Pentas, Balai Berita Bangsar and Balai Berita Shah Alam respectively.
- Significant investments have been made in line with Media Prima's core values to improve staff safety and security and reduce hazards.
- All Group efforts to reduce negative environmental impacts are reported.

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- A total of 7,327 training man-days were conducted to develop people and create future leaders in Media Prima's corporate culture with each employee receiving 17 hours of training on average.

#### Limitations and Exclusions

Any verification of the following information is excluded from our scope of work:

- Activities outside the defined verification period;
- Positional statements (expressions of opinion, belief, aim or future intention by Media Prima Bhd including its group and statements of future commitment);
- Data identified by the client for non-inclusion, geographical operations/activities excluded, subsidiaries/Joint Ventures, etc.

This independent statement should not be relied upon to detect all errors, omissions or misstatements that may exist

#### Statement of independence, impartiality and competence

Bureau Veritas is an independent professional services company that specialises in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services, and an annual turnover in 2019 of €5.1 Billion.

Bureau Veritas has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day to day business activities. We are particularly vigilant in the prevention of conflicts of interest.

No member of the assurance team has a business relationship with Media Prima Bhd, its directors or managers beyond that required of this assignment. We have conducted this verification independently and there has been no conflict of interest.

# ASSURANCE STATEMENT



The assurance team has extensive experience in conducting verification and assurance of environmental, social, ethical and health and safety information, systems and processes. The team has over 5 years combined experience in this field and an excellent understanding of the Bureau Veritas standard methodology for the assurance of sustainability reports.

**Bureau Veritas**  
**Kuala Lumpur, MALAYSIA**  
**19 March 2020**

A handwritten signature in black ink, appearing to read "Kamaruzaman Bin Mohamed".

**Kamaruzaman Bin Mohamed**  
**LEAD VERIFIER**





[www.mediaprima.com.my](http://www.mediaprima.com.my)

**MEDIA PRIMA BERHAD**

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