



Investor Presentation

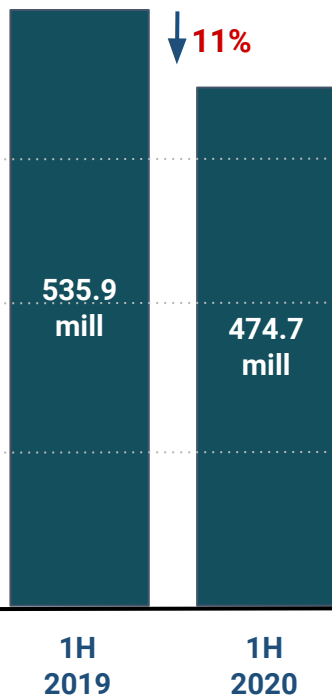
Q2 2020 Financial & Business Review
27 August 2020

Disclaimer

This presentation may contain forward-looking statements which are based on Media Prima Berhad's ("MPB") current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified by forward-looking words like "would", "intend", "hope", "will", "may", "should", "expect", "anticipate", "believe", "estimate", "predict", "continue", or similar words. Forward-looking statements involve risks and uncertainties which could cause actual outcomes and results to differ materially from MPB's expectations, forecasts and assumptions. We caution that these forward-looking statements are not statements of historical facts and are subject to risks and uncertainties not in the control of MPB, including, without limitation, economic, competitive, governmental, regulatory, technological and other factors that may affect MPB's operations. Unless otherwise required by law, MPB disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Although we believe the expectations reflected in forward-looking statements are reasonable we cannot guarantee future results, levels of activity, performance or achievements.

1H 2020 Key Performance Highlights

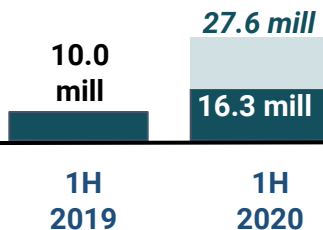
Revenue



- 1HFY20 continued to be pressured by industry challenges exacerbated by the impact of the Covid-19 pandemic on the economy.
- Group revenue declined by 11% to RM474.7 million in 1HFY20 against RM535.9 million in 1HFY19 due to lower advertising revenue.
- Despite the lower revenue, direct cost and overheads saw reduction against 1H2019. Driven by **ongoing cost optimisation initiatives**, overheads achieved savings of 19% against 1H2019.
- Without the termination benefits charge of RM11.3 million, the **adjusted EBITDA for the period would have improved by >100%** against 1H2019.
- Without the termination benefits charge of RM11.3 million, the **adjusted LAT for the period would have narrowed by 32%** against 1H2019.

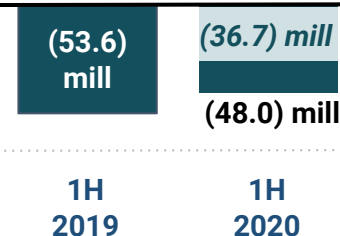
EBITDA

Improved by >100%



Loss after Tax

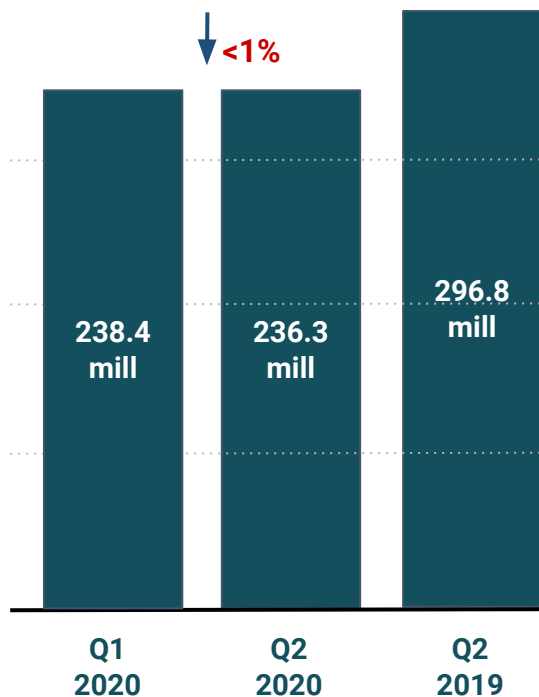
Improved by >32%



2Q 2020 Key Performance Highlights

Revenue

↓ <1%



- A marginal decrease in Group revenue for Q2FY20 to RM236.3 million
- **Narrowing of losses of 40%** to RM18.0 million in Q2 FY20 from Q1 FY20 driven by continuous cost optimisation initiatives. Overheads were lower by 25% against Q2FY19, contributed by **ongoing cost management initiatives**.
- **One-off termination benefits charge of RM11.3 million** widened LAT for Q2FY20 by 67% against Q2FY19.
- Without the termination benefits charge of RM11.3 million, the **adjusted EBITDA for the period would have improved by 13%** to RM26.2 mill, from RM23.2 mill in Q2FY19.
- Q2FY20 normalised LAT of RM6.7 million if the termination benefits charge was excluded. The **adjusted LAT for the period would have narrowed by 38%** against Q2FY19.

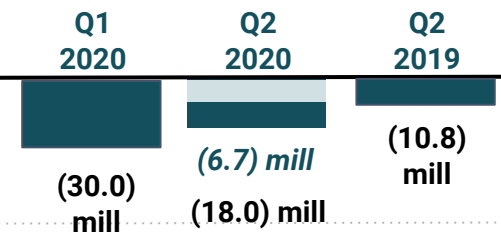
EBITDA

Improved by >100% against Q1 2020,
by 13% against Q2 2019



Loss after Tax

Improved by >100% against Q1 2020,
by 38% against Q2 2019



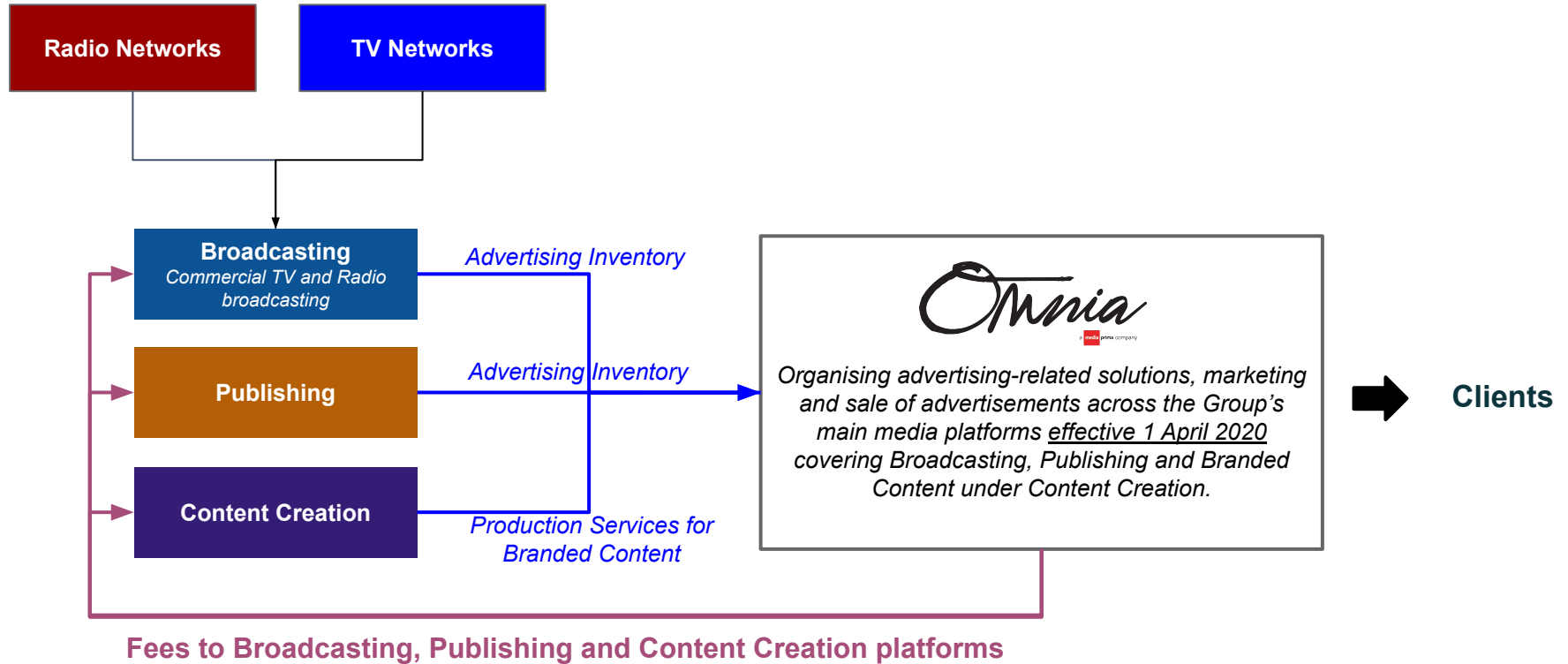
Significant Growth in Commerce in 1HFY20

Adex and Circulation not spared from the effects of the COVID-19 pandemic

Upside for our Commerce business as we capture new business opportunities due to the higher broadcast viewership

Net Revenue (before Royalties)	Traditional			Digital			Home Shopping			Total		
	1H 2020	1H 2019	Change	1H 2020	1H 2019	Change	1H 2020	1H 2019	Change	1H 2020	1H 2019	Change
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	246,017	337,505	(27)	34,633	41,381	(16)	-	-	-	280,650	378,886	(26)
Circulation	25,913	31,744	(18)	-	-	-	-	-	-	25,913	31,744	(18)
Commerce	7,696	5,577	38	731	1,964	(63)	152,764	114,259	34	161,191	121,800	32
Content	5,347	1,621	>100	-	-	-	-	-	-	5,347	1,621	>100
Property and others	1,613	1,818	(11)	-	-	-	-	-	-	1,613	1,818	(11)
Total	286,586	378,265	(24)	35,364	43,345	(18)	152,764	114,259	34	474,714	535,869	(11)

Omnia Spearheads Media Prima's Advertising Sales Function, Offering Solutions beginning 1 April 2020



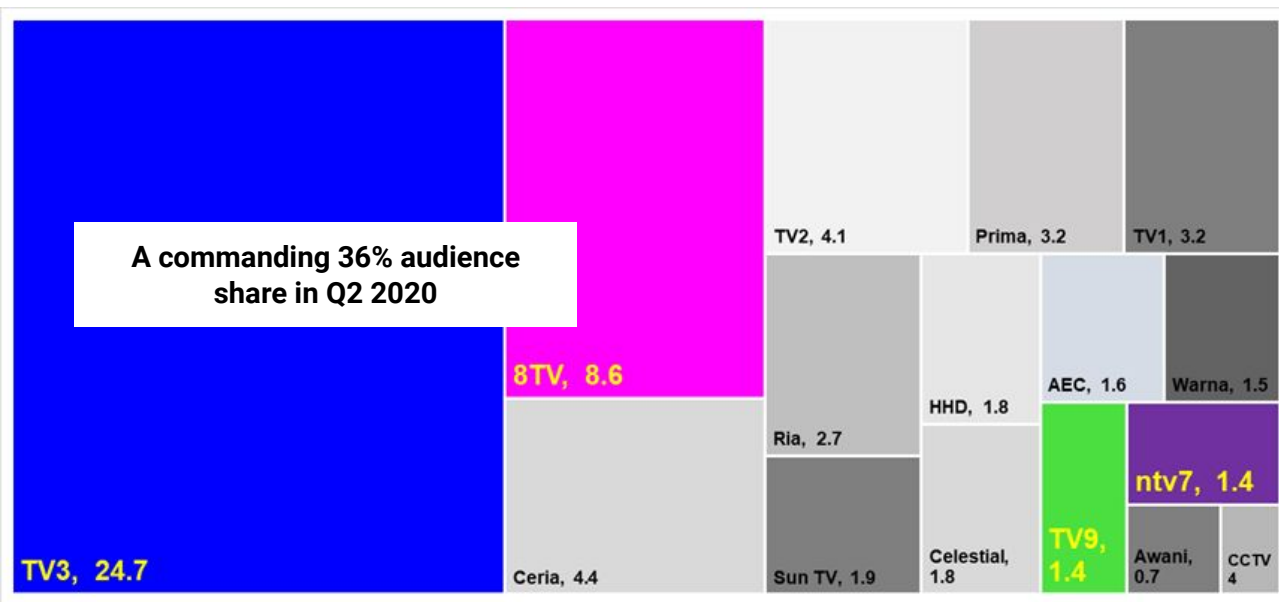
Revenue and Profit by Segment

	Omnia	Broadcasting	OOH	Publishing	Digital Media	Content Creation	Home Shopping	Corporate	Elimination	Total
Net Revenue										
Q2 2020	124,662	68,812*	26,236	23,362	20,311	19,825	88,332	29,678	(164,940)	236,278
Q1 2020	-	80,083**	36,226	45,471	17,386	21,576	64,432	20,075	(46,813)	238,436
Change (%)	-	(14)	(28)	(49)	17	(8)	37	48	(>100)	(1)
PAT / (LAT)										
Q2 2020	(3,592)	9,717	(1,009)	(14,370)	5,802	(6,498)	6,161	(38,712)	24,468	(18,033)
Q1 2020	-	(18,714)	1,853	(11,811)	(72)	1,529	124	(2,925)	44	(29,972)
Change (%)	-	>100	(>100)	(22)	>100	(>100)	>100	(>100)	>100	40

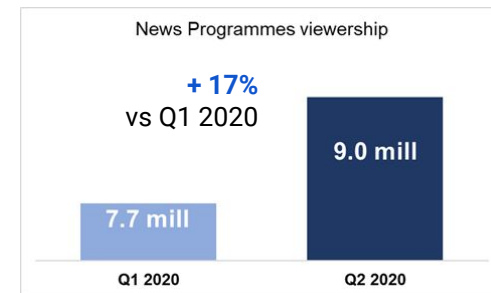
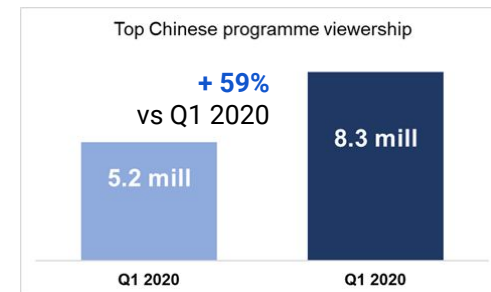
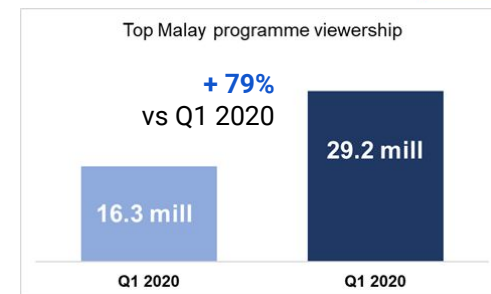
*Broadcasting Q2 2020 revenue consists of intersegment revenue from advertising inventory sold by Omnia

**Broadcasting Q1 2020 revenue consists of Ad revenue

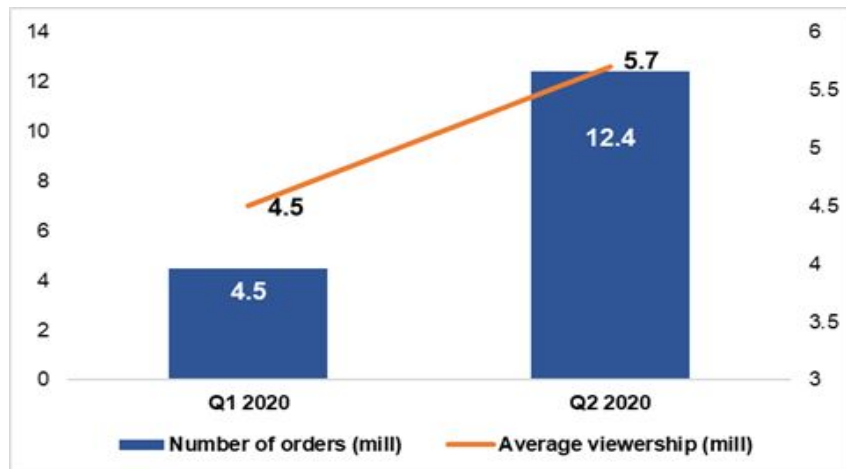
Rising Engagement Across TV in Q2 2020 driven by exclusive programmes during Ramadhan and Raya periods



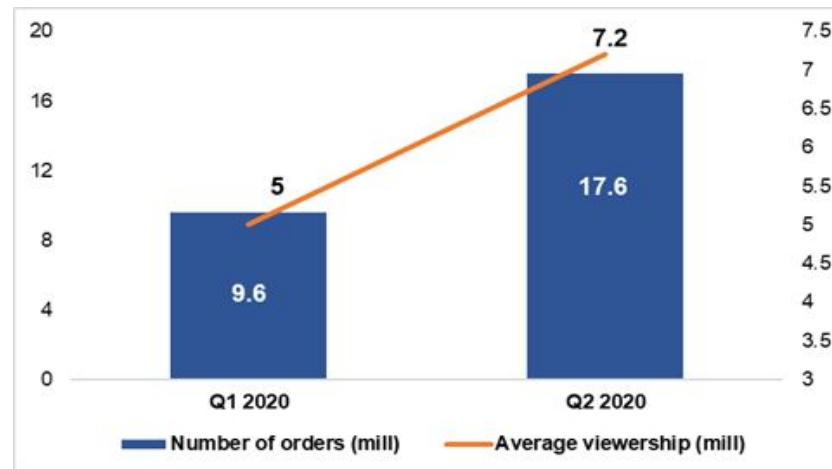
Viewership of selected Malay language, Chinese language and all News Programmes
 Source: Nielsen Audience Measurement (Total 4+, Malay 4+ and Chinese 4+ from January to June 2020)



Order and Viewership spike on TV3



Order and Viewership spike on 8TV



Top News Group in Malaysia

MPB Group Sites

NST, Berita Harian, Harian Metro, OhBulan, and Says collectively maintains a **20 million** average **unique visitors** in Q2 2020

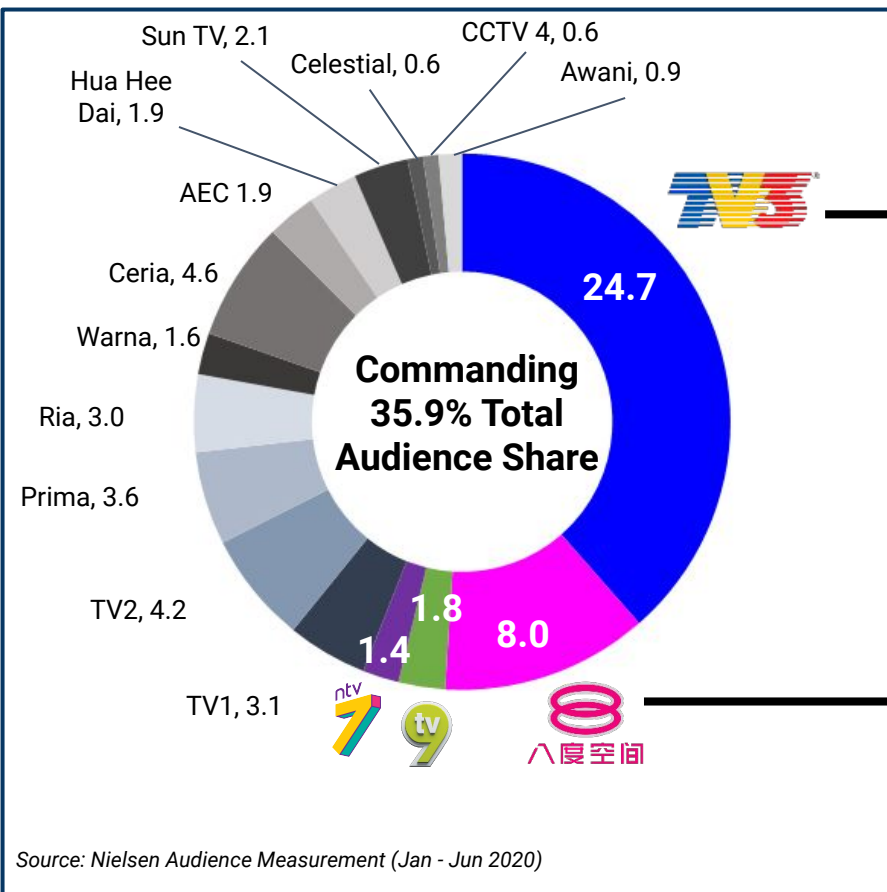
(Source: Comscore)

RIPPLE

Garnered a total of **24.0 million digital listens**

(Source: Radioactive)

Malaysia's Most Watched Broadcast Channels with a 36% Total Audience Share & 52% Prime Time Audience Share in Q2 FY20



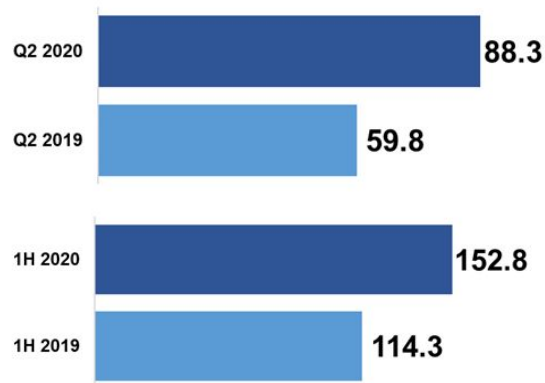
- Maintained its share Total 4+ share at 24.7%
- Significant 4.4% growth during primetime among Malay 4+ audience
- Grew share among Malay 4+ Astro Homes audience.
- *Buletin Utama* and *I Can See Your Voice Malaysia* - The primary beneficiaries of the increased audience availability with more than 3 million average viewers in Q2 2020.

- Overall growth in viewing share to 38.6% for Chinese 4+
- *Mandarin News*, *Best Of Hokkien*, *Dramedy*, *BTVB*, *BOTE*, *Sunday Movie*, *Primori 8*, *Produce Camp*, *The Voice From Heaven* and *Super Diva* are a bundle of flagships.

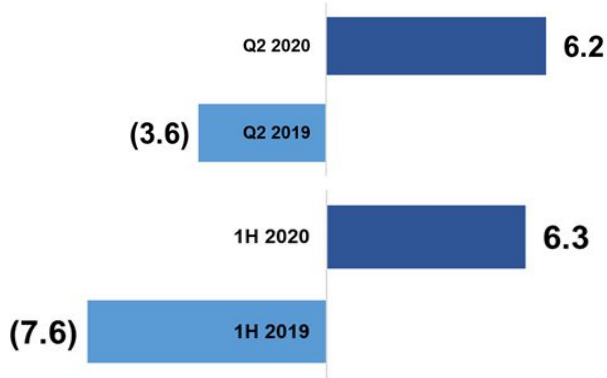
Source: Nielsen Audience Measurement (Jan - Jun 2020)

Commerce: Beyond Breaking Even, We are Profitable

Net Sales (RM million)



Net Profit/(Loss) (RM million)

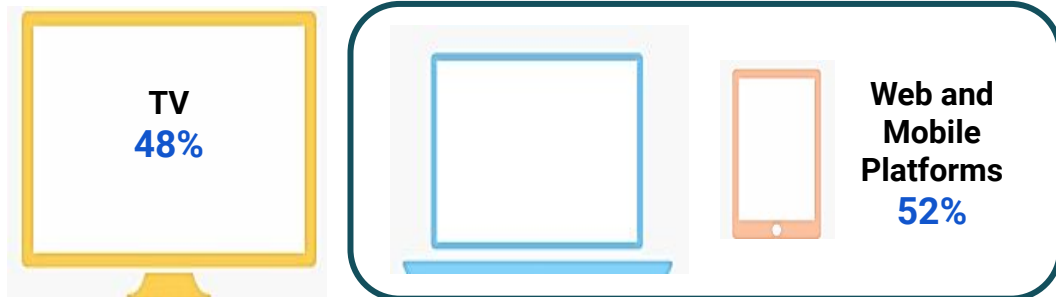


Sales grew by 48% in 2Q 2020 against 2Q 2019

Reached **2 million registered customers** in May 2020

Digital transformation to ecommerce, mobile commerce (ECMC) driven by a multi-platform strategy

Q2 2020 Sales Contribution



Top 3 Best Selling items in Q2 2020

HAIER Air Fryer



Igozo 36m Premium Granite Wok



SINCERO 6L Pressure Cooker

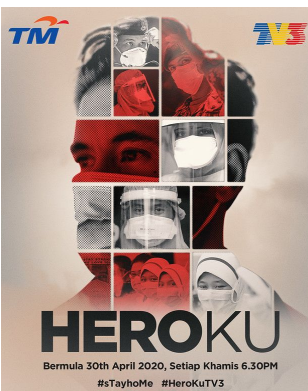


Collaborations for more than 33 Sponsored Shows for Ramadan Raya and MCO

media prima

Launch of new products on air through content collaborations

Celcom collaborated with Media Prima to synergize their campaign Stay In Stay Safe. All through 8 content covering religious, home deco, cooking, entertainment.



With Coway, we produced 5 episodes of Saranghae Ramadan Eid focusing on Korean muslims in Malaysia & Seoul.

Heroku- A special four-episode talk show dedicated to our frontliners and aired on TV3 in April 2020.

Huawei and Oppo launched their latest devices on TV such as Huawei P40, Huawei Nova, Oppo Reno 5 and Oppo Reno 7. Apple, Vivo and Samsung continue to invest in spot buys and digital.

Produced **3 out of the Top 10** programmes in Malaysia during the Q2 2020 period



3.9 mill viewers



3.5 mill viewers



2.7 mill viewers

Advertiser content productions secured more than 2 million viewers during the Q2 2020 period - **Ben & Bella** and **Ada Apa Dengan Dapurku**

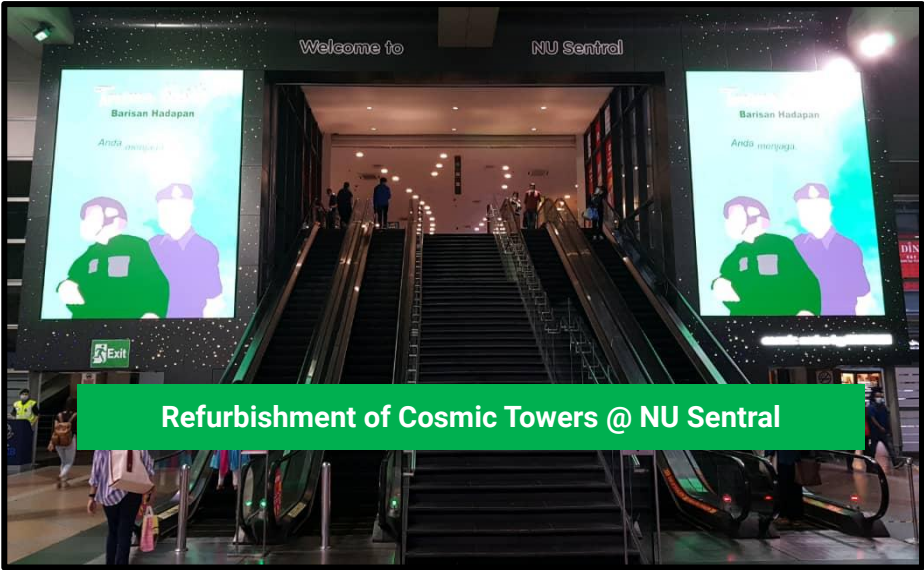


2.2 mill viewers



2.0 mill viewers

Premierisation of Key Assets of our Out-of-Home Business



Refurbishment of Cosmic Towers @ NU Sentral

Big Capture Geofencing Technology
MRT



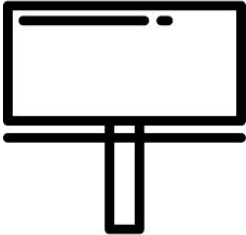
Upgrading
Overhead Panel at LDP



Refurbishment
LRT Kelana Jaya Line stations



25 digital sites



83 digital
screen units



Ejen Ali The Movie

Ejen Ali The Movie's run on Astro First concluded on 29 June 2020 with a total of **157k** subscribers

YouTube channel: Total subscribers have increased by **14%** since Q1 2020 to **2.18mil** as at June 2020

Ejen Ali The Movie will be made on **Netflix Malaysia, Singapore and Brunei in Q4 2020**

Alif & Sofia

YouTube channel: Subscribers Increased by **36%** since Q1 2020 to **206k subscribers** as at June 2020.

61 of 104 episodes have been uploaded with **45 million total views** as at June 2020

Ripple's Wide On-Air and Digital Reach

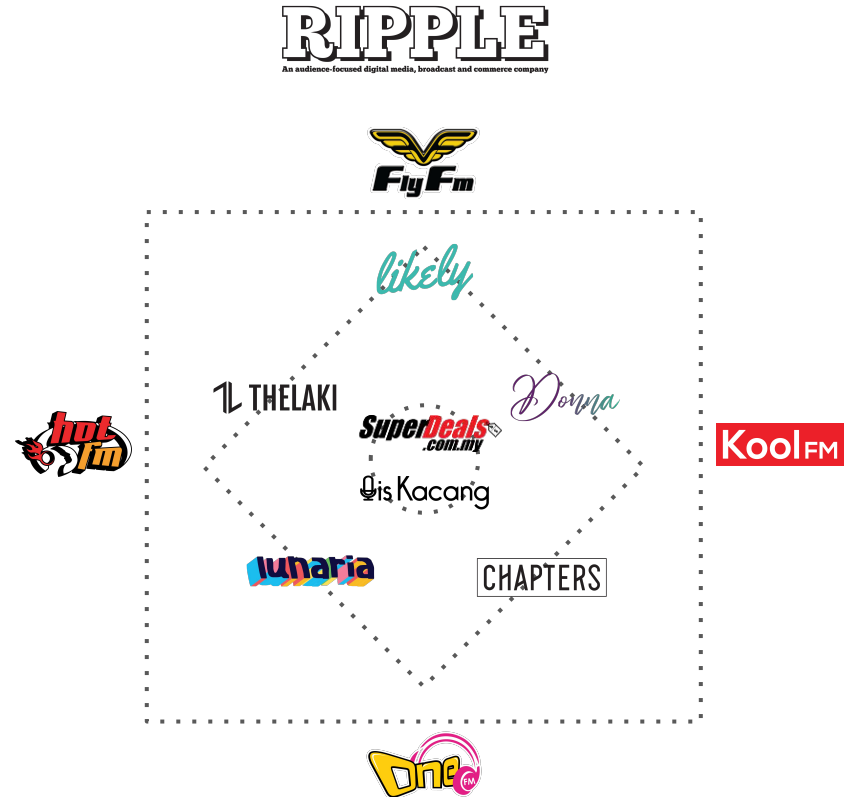
Weekly listeners	> 5.1mil*
Q2 2020 Total Page Views	>15.3 mil**
Social Media Followers	>11.5 mil
Q2 2020 Total Video Views	> 328 mil***
Q2 2020 Total Commerce Users	> 106,000**

Source:

*Gfk Radio Audience Measurement, Wave 2 2019

**Google Analytics, and

***Combined data from Facebook, Twitter, Instagram & YouTube (April - June 2020)



New Initiatives Introduced under Publishing: Generating New Revenue and Optimising Available Capacity within the Group



Publications	Publication Frequency
	7 days/week (Mon-Sun)
	5 days/week (Mon-Fri)
	Every Thursday
	Once a month
	Twice a month
	7 days/week (printing in Q3 2020)

Printing for NSTP/ In-House Requirements

External commercial printing

- Launched operations on 1 January 2020
- A standalone commercial printing company formed out of NSTP's Production and Distribution unit as a new wholly owned subsidiary of NSTP
- Printing business from The Malaysian Reserve, Selangor Kini, Selangor Journal, Buletin Mutiara, Utusan Malaysia and Kosmo!

Expanded Digital Reach Across Multiple Platforms

370.3
mill



Digital Brands

Monthly Average Page Views

26.7
mill



Mobile

No. of Downloads

15.5 mill UV
238.5 mill PV



Publishing

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



36.9 mill



714.0 mill



8.4 mill



9.4 mill

Social Media

Followers/ Monthly Average Views

14.7 mill



Audio

Monthly Average Digital Listenership

*Info as at 30 June 2020

Providing Unparalleled Product Offerings Spanning Multiple Platforms

Social Brands



News Brands



Apps & Games



1.5 million
monthly active users



205k
monthly active users



200k
monthly active users



12.8k
monthly active users

Providing Unparalleled Product Offerings Spanning Multiple Platforms

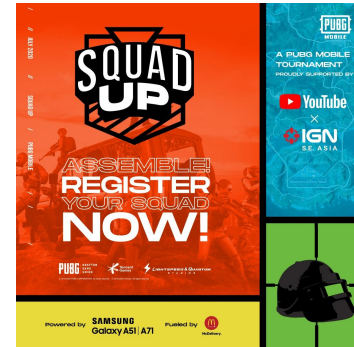
Geek Brands



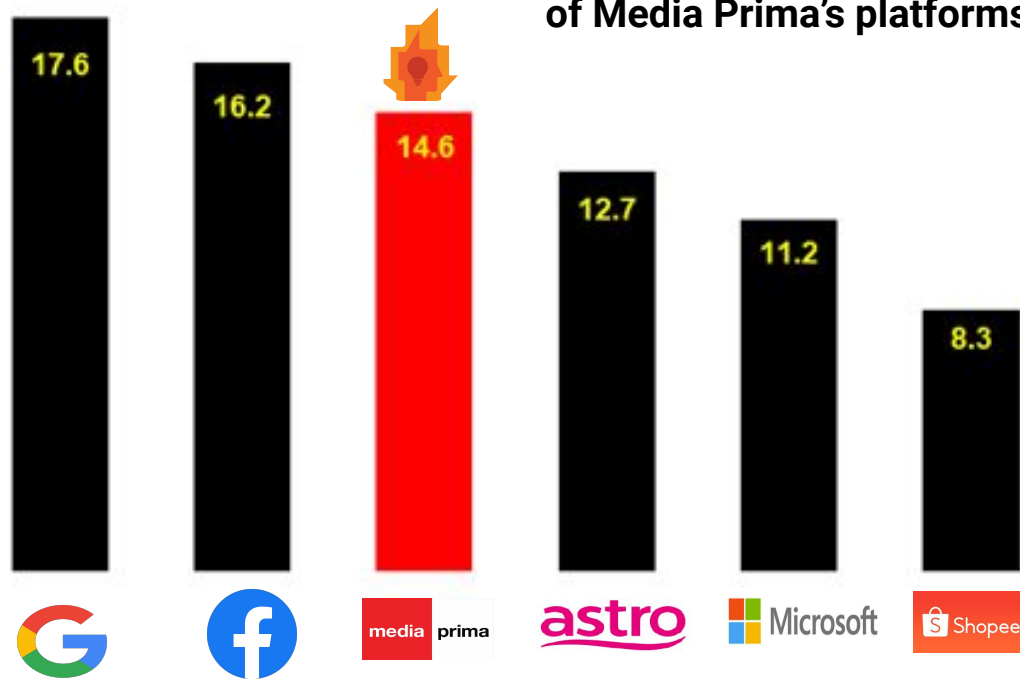
Third Semester of Kejoanan E-Sukan Kampus ("KEK 3")

2,083 registered teams from 210 campuses
48 livestreams across 6 weeks
3 million total viewership

KEK 3 reached approximately 2,000 concurrent views ("CCV") on multiple occasions, competing with professional high-tier esports tournaments happening at the same time



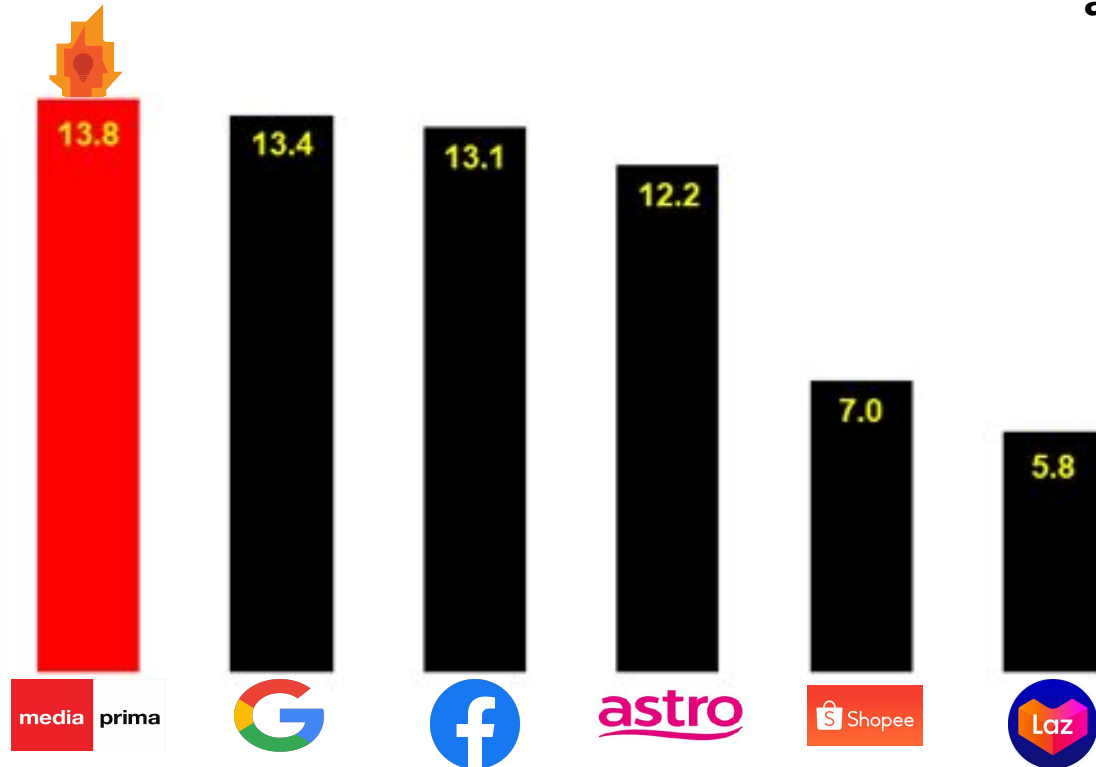
Almost everyone in Malaysia who uses the internet is a user of Media Prima's platforms



15 million
total unique visitors in Malaysia

74.6%
total Malaysian audience reach

On Mobile, Media Prima has more users than Google and Facebook



14 million

Total unique visitors on mobile in Malaysia

80%

total Malaysian audience reach on mobile

*Comscore: Mobile Metrix Key Measures, June 2020



Appendix



Statement of Comprehensive Income

RM'000	1H 2020			1H 2019	Statutory change (%)
	Normalised	Exceptional	Statutory	Statutory	
Gross revenue	539,095	-	539,095	611,067	(12)
Net revenue	474,714	-	474,714	535,869	(11)
Royalties	(788)	-	(788)	(1,071)	26
Net revenue after royalties	473,926	-	473,926	534,798	(11)
Direct costs	(205,193)	-	(205,193)	(216,972)	5
Contribution	268,733	-	268,733	317,871	(15)
Other income	4,774	-	4,774	7,979	(40)
Overheads	(245,921)	(11,296)	(257,217)	(315,831)	19
EBITDA/(LBITDA)	27,586	(11,296)	16,290	10,019	63
Finance income	3,877	-	3,877	4,214	(8)
Finance costs	(9,110)	-	(9,110)	(7,761)	(17)
Depreciation and amortisation	(56,749)	-	(56,749)	(54,630)	(4)
Loss from operations	(34,396)	(11,296)	(45,692)	(48,158)	5
Share of associate's results	(81)	-	(81)	62	(>100)
Loss before tax	(34,477)	(11,296)	(45,773)	(48,096)	5
Taxation	(2,232)	-	(2,232)	(5,508)	59
Loss after tax	(36,709)	(11,296)	(48,005)	(53,604)	10
Minority interests	(1,640)	-	(1,640)	4,370	(>100)
LATAMI	(38,349)	(11,296)	(49,645)	(49,234)	(1)
<i>EBITDA margin</i>	<i>6%</i>		<i>3%</i>	<i>2%</i>	
<i>LATAMI margin</i>	<i>(8%)</i>		<i>(10%)</i>	<i>(9%)</i>	

Key Highlights

- Net advertising revenue for the quarter declined by 26% against 1H 2019 following weaker adex and the COVID-19 impact to the economy.
- The decline in net advertising revenue was mitigated by the growth in net commerce revenue by 32% against 1H 2019.
- Continuous cost saving initiatives are reflected in the 19% reduction in overheads against 1H 2019.

Thank You

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