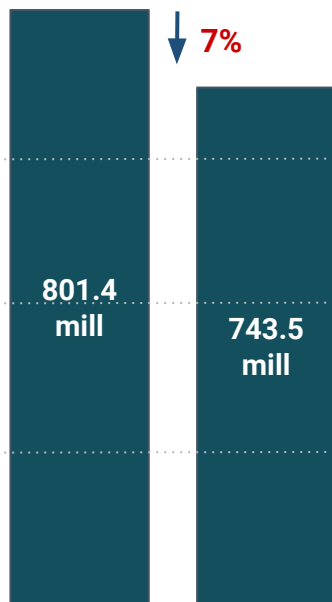

Disclaimer

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.

Key Performance Highlights - 9M LAT narrowed by 54%

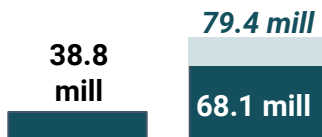
Revenue



- 9M 2020 continued to be pressured by industry challenges exacerbated by the impact of the COVID-19 pandemic on the economy.
- Revenue declined by 7% YoY to RM743.5 million due to lower advertising revenue.
- **LAT in 9M 2020 narrowed by 54%** against 9M 2019.
- Driven by **ongoing cost optimisation initiatives**, overheads achieved savings of 18% against 9M 2019.
- Without the termination benefits charge of RM11.3 million,
 - the **adjusted EBITDA for 9M 2020 would be RM79.4 million**
 - the **adjusted LAT for 9M 2020 would be RM24.9 million.**

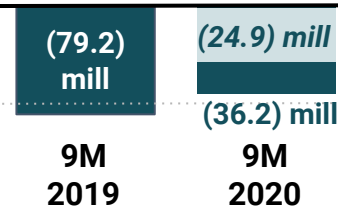
EBITDA

Improved by >100%



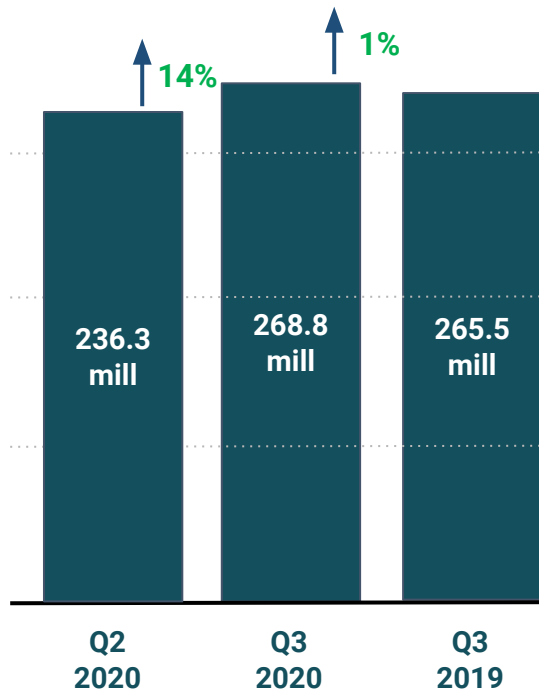
Loss after Tax

Narrowed by 54%



Key Performance Highlights - PAT of RM11.8 million in 3Q 2020

Revenue



- A **14% increase in revenue for Q3FY20** to RM268.8 million from RM236.3 million in Q2FY20 contributed by the recovery in broadcasting adex in the quarter.
- **Revenue growth** and **disciplined cost optimisation** resulted in EBITDA to increase by >200% and about 80% against Q2FY20 and Q3FY19 respectively.
- Posted a **PAT of RM11.8 million** compared to a normalised net loss of RM6.7 million and net loss of RM25.6 million in Q2FY20 and Q3FY19 respectively.

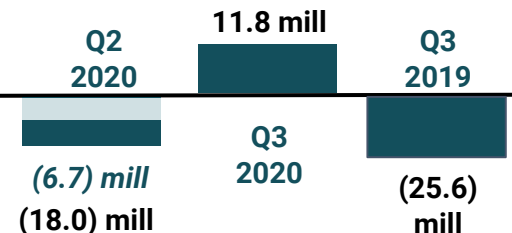
EBITDA

Improved by >200% against Q2 2020,
by 80% against Q3 2019



Profit after Tax

Return to black in Q3FY20



Significant Growth in Commerce Revenue for 9M 2020

Adex and Circulation impacted by the weak economic sentiment brought upon by COVID-19
Commerce continues upward trajectory with higher broadcast viewership

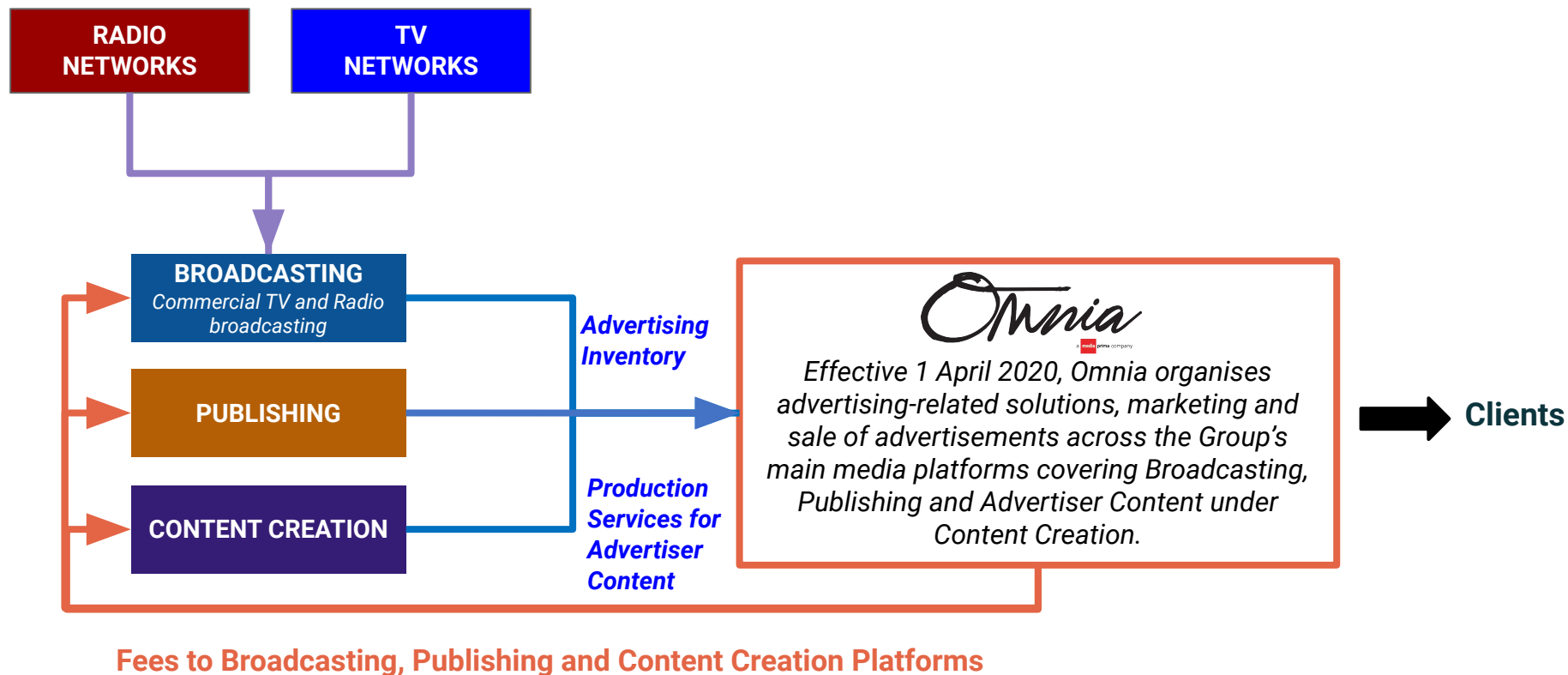
Net Revenue (before Royalties)	Traditional			Digital			Home Shopping			Total		
	9M 2020	9M 2019	Change	9M 2020	9M 2019	Change	9M 2020	9M 2019	Change	9M 2020	9M 2019	Change
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	395,944	497,440	(20)	52,006	61,510	(15)	-	-	-	447,950	558,950	(20)
Circulation	36,113	46,714	(23)	-	-	-	-	-	-	36,113	46,714	(23)
Commerce	14,612	17,799	(18)	1,718	3,182	(46)	230,936	169,947	36	247,266	190,928	30
Content	9,753	2,027	>100	-	-	-	-	-	-	9,753	2,027	>100
Property and others	2,397	2,795	(14)	-	-	-	-	-	-	2,397	2,795	(14)
Total	458,819	566,775	(19)	53,724	64,692	(17)	230,936	169,947	36	743,479	801,414	(7)

Revenue and Profit by Segment - 3Q 2020

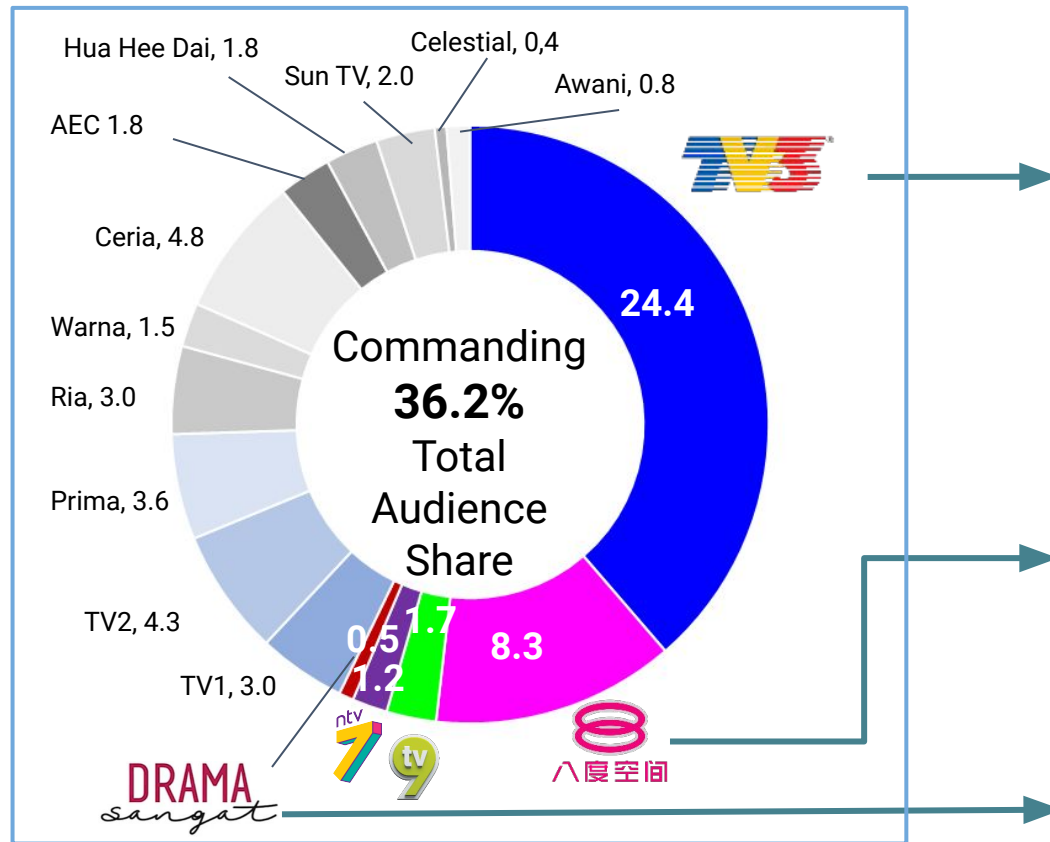
	Omnia	Broadcasting	OOH	Publishing	Digital Media	Content Creation	Home Shopping	Corporate	Elimination	Total
Net Revenue										
Q3 2020	124,327	97,507	25,613	38,084	22,908	10,907	78,172	3,318	(132,071)	268,765
Q2 2020	91,564	68,812	26,236	23,362	20,311	19,555	88,332	29,678	(131,572)	236,278
Change (%)	36	42	(2)	63	13	(44)	(12)	(89)	0	14
PAT / (LAT)										
Q3 2020	(2,488)	26,138	(405)	(718)	3,253	(577)	3,230	(12,359)	(4,288)	11,786
Q2 2020	(3,592)	9,717	(1,009)	(14,370)	5,802	(6,498)	6,161	(38,712)	24,468	(18,033)
Change (%)	31	>100	60	95	(44)	91	(48)	68	(>100)	>100

Broadcasting, Publishing and Content Creation revenue consists of intersegment revenue from advertising inventory sold by Omnia

Omnia Spearheads Media Prima's Advertising Sales Function



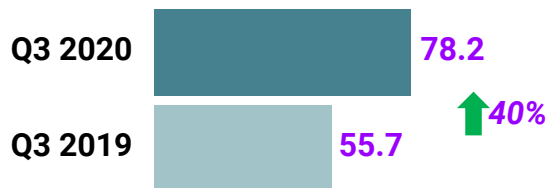
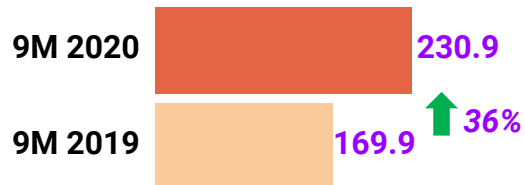
Malaysia's Most Watched TV Channels with a 36% Total Audience Share and a 49% Prime Time Audience Share on TV3



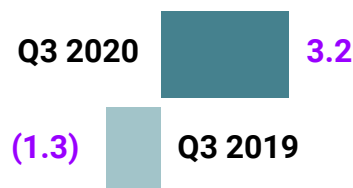
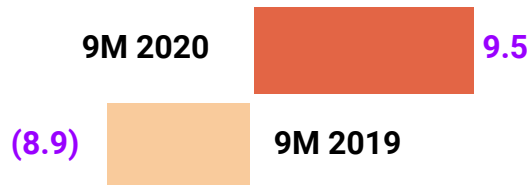
- **TV3 dominates the Malay 4+** segment with a 33.6% audience share
- **TV3 has 28.7% share** among **Malay 4+ Astro Homes** audience
- Overall growth in viewing share to **47.6% for Chinese 4+**
- *Super Diva, Family Singing Show, Sunday Movie and Asian Hour* are among the top viewed Chinese-language programmes in Q3 2020
- **Drama Sangat** was the **4th most-watched channel on MYTV**

Source: Nielsen Audience Measurement (Total 4+, Malay 4+ and Chinese 4+ from January to September 2020)

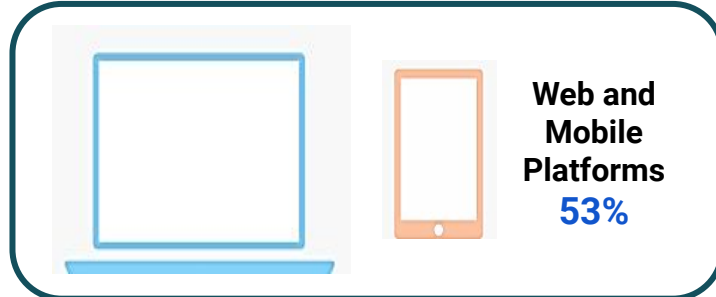
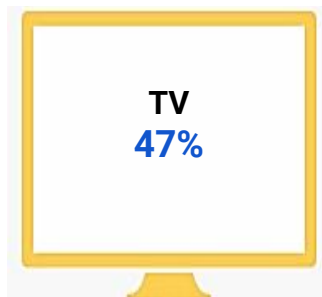
Net Sales (RM million)



Net Profit/(Loss) (RM million)



Q3 2020 Sales Contribution



Sales grew by 40% in 3Q 2020

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

2.3 million registered customers to date

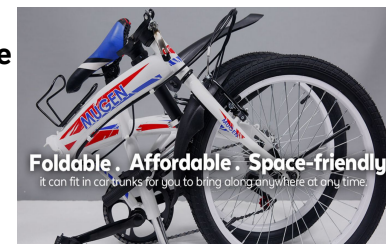
Top 3 Best Selling Items in Q3 2020



**Englander
Isabelle Luxe
Spring
Mattress**



**Habib Jewels Lunaria
Dia Pendant**



**Foldable
Bike**

Foldable . Affordable . Space-friendly
it can fit in car trunks for you to bring along anywhere at any time

Wholly-Owned Subsidiary WOW SHOP Strengthens Presence in the Retail and Commerce Market - Holistic Rebranding Campaign

HIDUP MESTI ADA WOW! - New, fresher and bolder WOW to every Malaysian home.



'30 DAYS OF WOW' campaign from 1 November 2020 to 30 November 2020 with daily shows on TV9 and 8TV featuring promotions & cashback points that aim to add more value to customers



Vernacular In-House Content Continues to Drive Viewership Share



2.9 mill viewers



2.2 mill viewers



2.0 mill viewers



2.7 mill viewers



2.2 mill viewers



2.1 mill viewers



2.5 mill viewers



1.6 mill viewers

Increasing Advertiser Content Productions



OTT Partnership - Media Prima Content on iQIYI Streaming Platform





Ejen Ali The Movie

Represented Malaysia for Official Selection at ASEAN Film Week 2020 in Vietnam.

Won Best Direction - Fiction, National Winner for Malaysia in the Asian Academy Creative Awards. Representing Malaysia at the Asian level on 3 and 4 December 2020.

In competition for Best Animated Feature Film in the Cartoons on the Bay Pulcinella Awards.

YouTube channel: Total subscribers increased by 8% since Q2 2020 to **2.35 million subscribers** to date.

Alif & Sofia

Won Best Preschool Programme, National Winner for Malaysia in the Asian Academy Creative Awards. Representing Malaysia at the Asian level.

YouTube channel: Increased by 15% since Q2 2020 to **236k subscribers** to date.

74 of 104 episodes have been uploaded with **54 million total views** as at September 2020.



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

Refurbishment
Cubic Series @ Jalan Bangsar



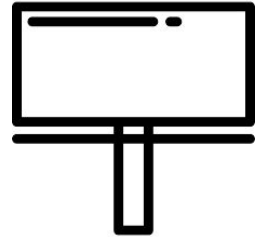
New Site
Digital Series @ Pusat Bandar Damansara



Big Capture - Geofence Technology
Online Banners



26 digital sites



88 digital screen units

Showcasing the Best Use of Out-of-Home Media through Artful Mastery and Mobile Engagement - *Ilustrasi Haiwan Malaysia* by Big Tree

Delivering educational messages to the Malaysian public via vibrant images on the KLCC Snorkel, a set of large displays that dominate the vicinity of the Petronas Twin Towers



Ripple's Wide On-Air and Digital Reach

Weekly Listeners	> 5.2mil*
Q3 2020 Total Page Views	>14.9 mil**
Social Media Followers	>12.5 mil
Q3 2020 Total Video Views	> 341 mil***

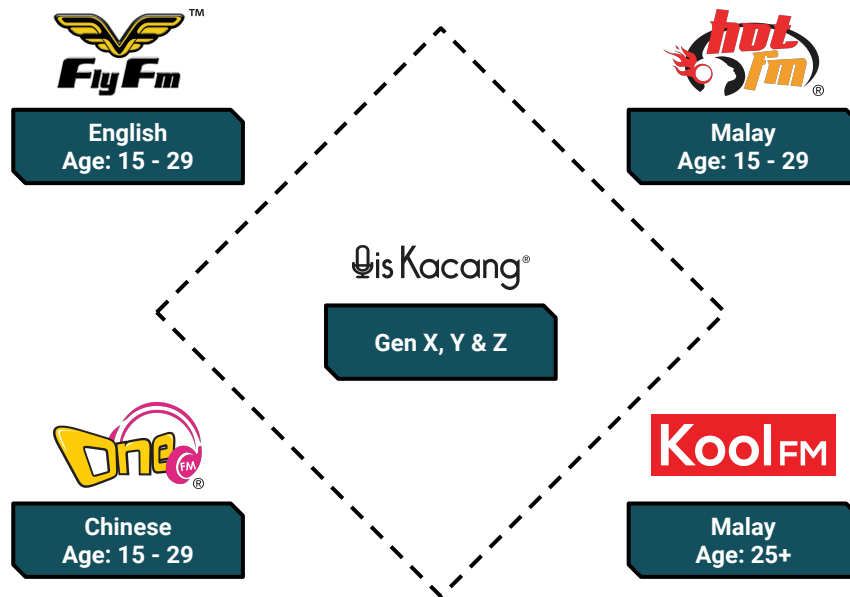
Source:

*Gfk Radio Audience Measurement, Wave 2 2019

**Google Analytics, and

***Combined data from Facebook, Twitter, Instagram & YouTube (July - September 2020)

RIPPLE™ Radio⁺



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 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!

We are **Malaysia's #1 Media Group** On Mobile

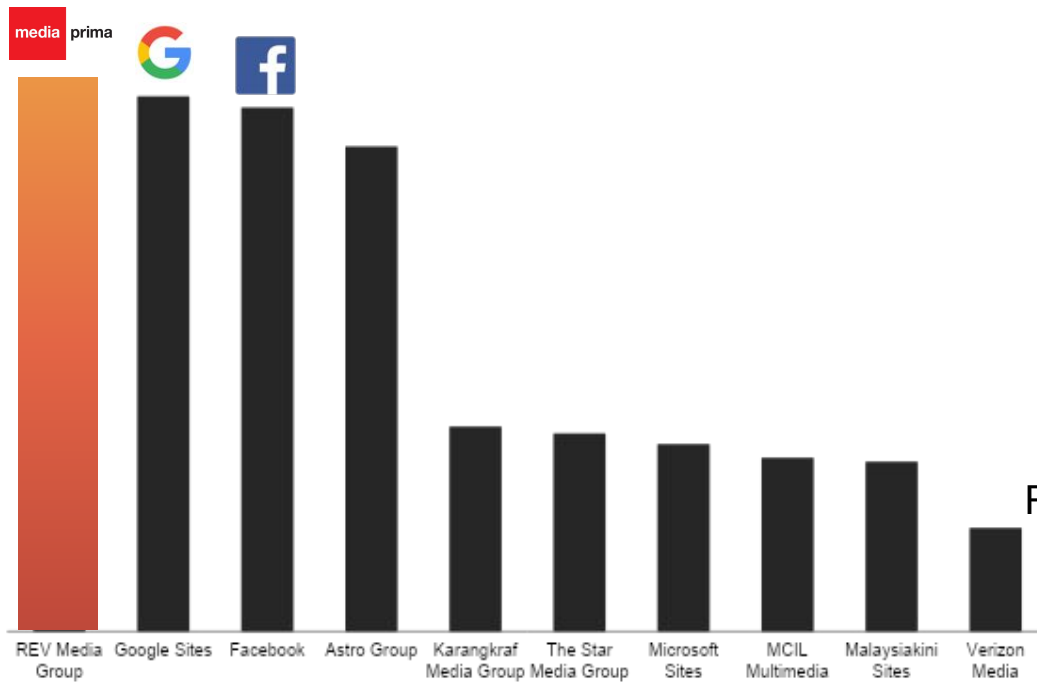


14.2 M

total monthly unique visitors on mobile in Malaysia

80%

Malaysians on mobile reached monthly



15.1 M

Unique Malaysians on desktop & mobile

11 M

YouTube subscribers

36 M

Facebook followers

Source: Comscore, REV Media Group Audience Survey 2020

Massive Audience - We represent all types of **Malaysians..**

MALAY NETWORK



NEWS NETWORK



ENGLISH NETWORK



CHINESE NETWORK



..across **different digital platforms.**

MALAY NETWORK



6.5 M
Unique Users



17.5 M
Facebook Followers



6.3 M
Instagram Followers



10 M
YouTube Subscribers

NEWS NETWORK



10.2 M
Unique Users



14 M
Facebook Followers



2.7 M
Instagram Followers



491 K
YouTube Subscribers

ENGLISH NETWORK



3.2 M
Unique Users



2.5 M
Facebook Followers



184 K
Instagram Followers



370 K
YouTube Subscribers

CHINESE NETWORK



2.1 M
Unique Users



3.1 M
Facebook Followers















424 K
Instagram Followers



380 K
YouTube Subscribers

Quality Content on Digital Platforms that not only Entertain, but also Educate, & Enrich our Audience



65%

of our audiences visit our websites AT LEAST 3 times a week

250 M

monthly social engagements on Facebook

290 M

monthly video views on Facebook & YouTube

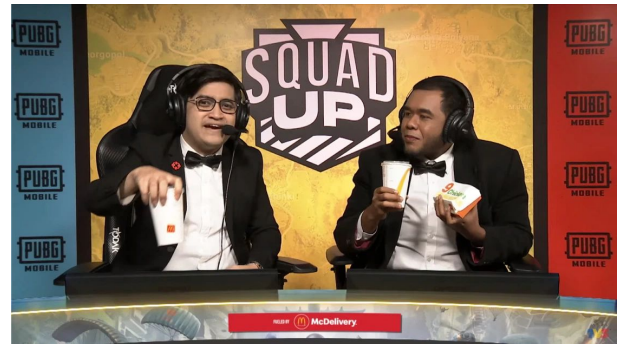
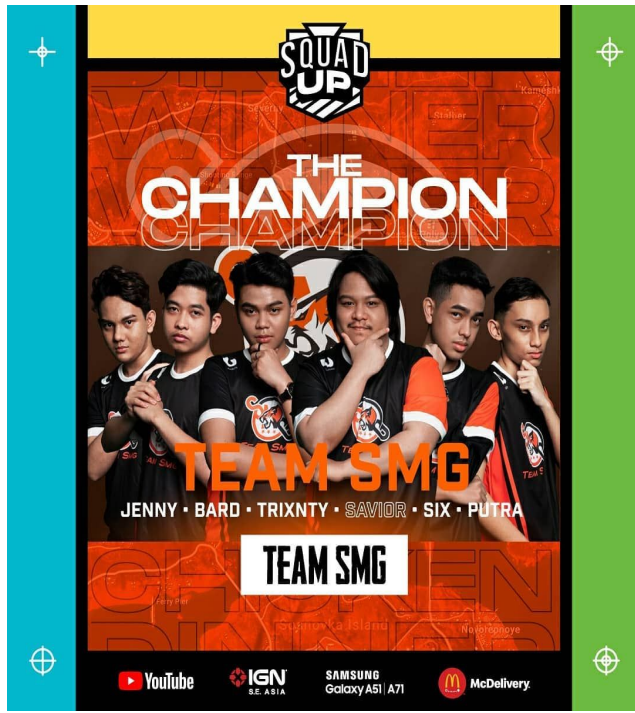
450 M

monthly pageviews on our websites

Continue to Invest in E-Sports through

Our 1st E-Sports Collaboration with Google Garnered
>600k views on TV3's Official YouTube Channel

Sponsored by McDonalds and Samsung



Our Key ESG Initiatives YTD

Content for All

- Media Prima participated in YouTube's Superstream in August /September 2020 to **stream TV3 Dramas and Comedies during Merdeka and Malaysia Day week**, as part of YouTube's campaign to get people to **celebrate the new norm by staying safe and entertained at home**.
- Encourage people to embrace the new norm by staying safe and entertained at home, **TV3's daily "Live Dari Rumah" shows** in March 2020, featuring our local artistes

Creating Positive, Lasting Change in Communities

- **PSAs** airtime allocated across Media Prima's Broadcasting, Publishing and Digital platforms.
- Media Prima's **Bantuan Kemanusiaan COVID-19 fundraising campaign**, launched on 23 March 2020 through its Media Prima-NSTP Humanitarian Fund, appeals for public donations to help the Government in treating COVID-19 patients & assisting people whose lives have been affected by the virus. Over 20 Hospitals around Malaysia benefited from this campaign.
- Ejen Ali **Special Screening with 50 special children** with different level of disabilities (OKU)
- **Back to school programme** with Media Prima Berhad's adopted school, SK Cherating.
- **Medical Outreach Programme** co organised with Institut Jantung Negara (IJN) and Langkawi Youth Power Club (LYPC) in Langkawi, Kedah.
- **Donation appeals** for 11 individuals with congenital heart disease
- Our platforms actively reshared important postings from key government ministries and agencies (COVID-19 related updates, announcements) during the MCO
- Our digital brands actively generate awareness on Covid-19 - **SAYS' COVID-19 related awareness videos**, awareness content on Siraplimau and OhBulan
- An **ongoing editorial effort by SAYS** to spread awareness and provide publicity to people/communities who are doing good work
- Mashable SEA: **Covers COVID-19 announcements in Malaysia & SEA**, generates awareness on mental health, work-life, practical tips, and Culture features on embracing the new norm

Helping Customers

- During the MCO, WOWSHOP worked with Ministry of Domestic Trade and Consumer Affairs to link with the SMEs and developed a DESAMALL on WOWSHOP's ECMC platform to **help SMEs reach out to WOWSHOP's large customer base** - Better opportunities presented to retailers who previously have had less visibility or sales.

Endorsement of our Commitment to Responsible Business Practices, Good Corporate Governance and Care for the Environment.

A **constituent company** of the **FTSE4Good Index Series**, a benchmark and tradable indexes for ESG (Environmental, Social and Governance) investors.

Top 25% by ESG Ratings amongst PLCs assessed by FTSE Russell in June 2020





Appendix



Statement of Comprehensive Income

RM'000	9M 2020			9M 2019	Statutory change (%)
	Normalised	Exceptional	Statutory	Statutory	
Gross revenue	841,569	-	841,569	915,615	(8)
Net revenue	743,479	-	743,479	801,414	(7)
Royalties	1,560	-	1,560	(1,616)	>100
Net revenue after royalties	745,039	-	745,039	799,798	(7)
Direct costs	(308,170)	-	(308,170)	(309,149)	0
Contribution	436,869	-	436,869	490,649	(11)
Other income	12,734	-	12,734	11,095	15
Overheads	(370,229)	(11,296)	(381,525)	(462,941)	18
EBITDA/(LBITDA)	79,374	(11,296)	68,078	38,803	75
Finance income	5,288	-	5,288	5,797	(9)
Finance costs	(13,488)	-	(13,488)	(14,880)	9
Depreciation and amortisation	(86,676)	-	(86,676)	(103,103)	16
Loss from operations	(15,502)	(11,296)	(26,798)	(73,383)	63
Share of associate's results	(121)	-	(121)	44	(>100)
LBT	(15,623)	(11,296)	(26,919)	(73,339)	63
Taxation	(9,300)	-	(9,300)	(5,822)	(60)
LAT	(24,923)	(11,296)	(36,219)	(79,161)	54
Minority interests	(996)	-	(996)	5,766	(>100)
LATAMI	(25,919)	(11,296)	(37,215)	(73,395)	49
EBITDA margin	11%		9%	5%	
LATAMI margin	(3%)		(5%)	(9%)	

Key Highlights

- 20% decline in net advertising revenue against 9M 2019 following **weaker adex and the COVID-19 impact** to the economy.
- Decline in net advertising revenue was mitigated by a **23% growth in net commerce revenue** against 9M 2019.
- Continuous cost saving initiatives are reflected in the **18% reduction in overheads** against 9M 2019.

Thank You

www.mediaprima.com.my

