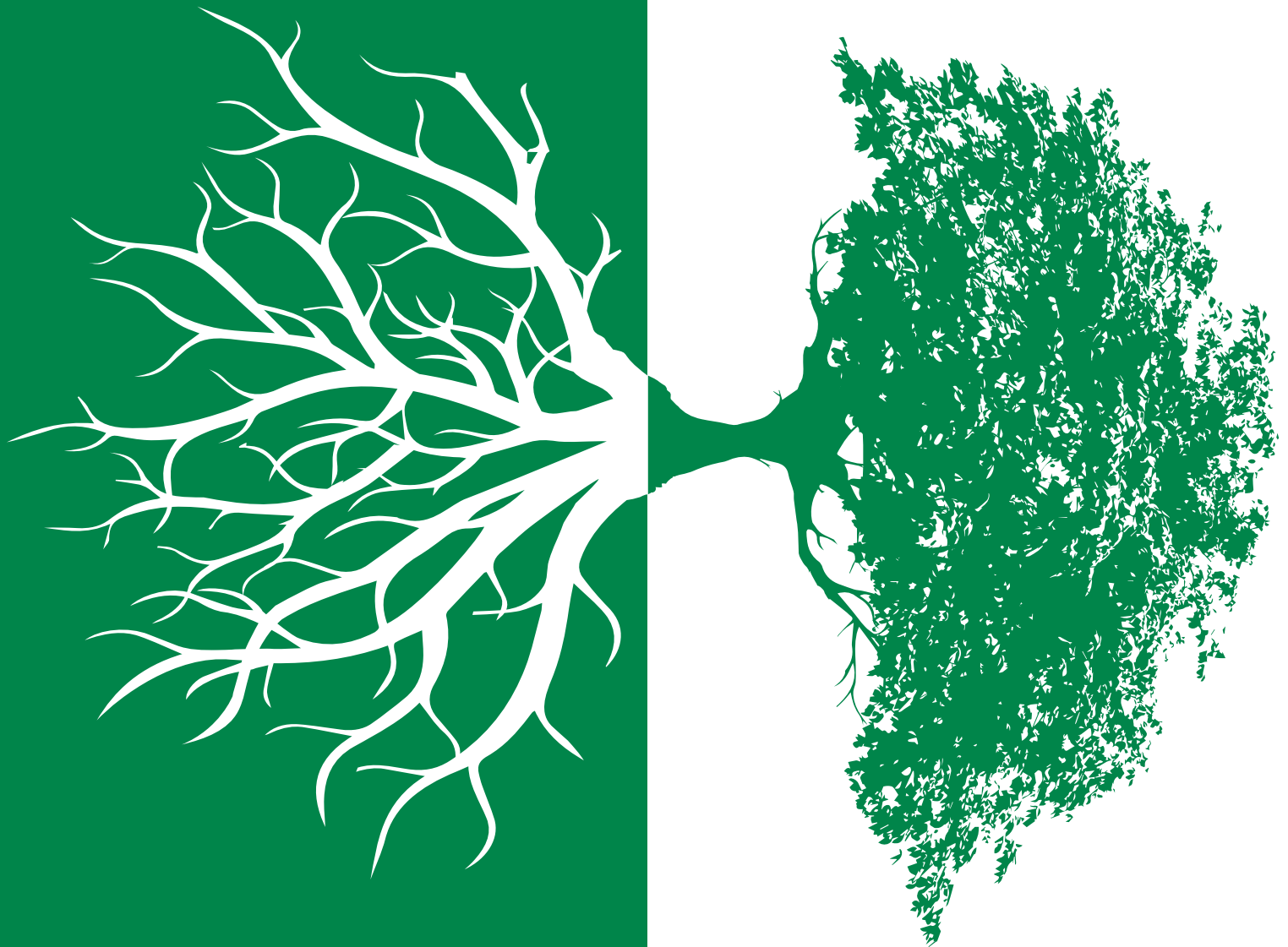


Strength & Resilience

Powered by thinkers & doers



Sustainability Report 2020



www.mediaprima.com.my

INSIDE THIS REPORT

- 02 About This Report
- 04 Letter From The Group Chairman

06-10

SUSTAINABILITY AT MEDIA PRIMA

- 07 Sustainability Strategy
- 08 Strong and Effective Governance
 - 08 Board Composition and Responsibilities
 - 09 Code of Conduct
 - 09 Sustainability Risks and Risk Management
 - 10 Whistleblowing

11-16

DEFINING SUSTAINABILITY AT MEDIA PRIMA

- 11 Materiality
 - 11 Methodology
 - 14 Results
- 15 Value for Stakeholders

17-21

ECONOMIC

- 18 Covid-19 has Upended the Media Industry: This is How We Come Back Stronger
- 18 Membership in Associations
- 18 Sustainability in the Value Chain
- 21 Ethics
 - 21 Media Prima Anti-Corruption Policy and MACC 17(A) Act Awareness Training

22-28

ENVIRONMENT

- 23 Energy Efficiency and Reduction
- 24 Efficient Materials Management
 - 24 Paper
 - 24 Environmentally-Friendly Plates
 - 24 Ink
- 25 Reducing Resource Consumption and Waste
 - 25 Energy Consumption
 - 25 Water Management
 - 26 Waste Management
- 26 Pollution and Effluents
- 27 Climate Change
 - 27 Scope 1
 - 27 Scope 2
- 28 Biodiversity and Conservation
 - 28 Habitat Conservations on Screens
 - 28 Off the Air and into the River
 - 28 Encouraging Environmental Conservation Through Public Service Announcements

29-39

OUR PEOPLE

- 30 Media Prima People Strategy
- 31 Inclusion, Equity and Diversity
- 32 Turnover Statistics
- 32 Manpower Rationalisation Exercise
- 32 Competitive Benefits
- 33 Local Hiring
- 33 Employee Culture: Ensuring Inclusiveness and Equity
 - 34 Supporting Employees During the Covid-19 Crisis
- 36 Training and Development
 - 37 Outplacement Training
- 37 Health and Safety
 - 37 Construction Site Safety
 - 37 Noise Monitoring
 - 38 Media Prima Movement Control Order Response Plan
- 39 Unions and Joint-Representation
- 39 Future Strategy

40-46

SOCIETY

- 41 Media Prima – NSTP Humanitarian Fund
- 41 Tabung TV3 Bersamamu
- 41 Bantuan Kemanusiaan Covid-19
- 42 Tabung Bencana NSTP – Media Prima
- 42 Back To School
- 42 Ejen Ali Special Screening
- 42 #Kitajagakita
- 43 Staying Close with Our Stakeholders with Virtual Karnival Jom Heboh Di Rumah
- 43 Traversing 175
- 44 Do Your Part, Care For Your Heart
- 44 Bantuan Metro Prihatin
- 45 Covid-19 Thank You Banner for Frontliners
- 45 Titipan Kasih Harian Metro Ramadan
- 45 Semarak Ramadan BH
- 45 Titipan Kasih Khas Harian Metro
- 45 Program Berkhatan Titipan Kasih Harian Metro – KPJ Tawakkal
- 45 Big Tree Continued Its Support Towards Sports
- 46 Ripple as a Community Radio
- 46 DIDIKTV@NTV7
- 46 Top Student Season 2

47-54

OPERATING RESPONSIBLY

- 48 Staying Relevant
- 48 Reaching Beyond the Dial to (Re)Connect with Listeners
 - 49 Maximum Fun for Fans
- 50 BIG TREE Builds a Larger Footprint for Premium OOH Presence Driving Online Activation
- 51 Media Prima Acquired Remaining Stake in Homeshopping Business
- 51 Together We Are The #1 Malaysian Digital Media Company
- 51 Expanding Digital Presence Through Collaboration
- 52 Delivering Live News Headlines To Commuters Via Digital Out-Of-Home Media
- 52 The Evolution of Esports
- 53 REV Media Group Represents Malaysia in the Google News Initiative Innovation Challenge
- 53 Beefing Up Our Content Distribution Business
- 53 Data Protection and Privacy
- 54 Combating Digital Piracy

About This Report

Welcome to the Media Prima Berhad Sustainability Report 2020. This transparent report shares our approach, performance, progress and plans in all areas of sustainability.

Providing an overview of our economic, social and environmental initiatives and performance, this annual publication considers the expectations of stakeholders and impacts created by business activities.

This report has been prepared in accordance with the Global Reporting Initiative (GRI) Standards and outlines our commitment to the United Nations Sustainable Development Goals (UNSDGs). All report data covers a one-year financial period from 1 January to 31 December 2020 unless stated otherwise.



**Management
approach**



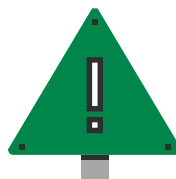
**Group policies
and procedures**



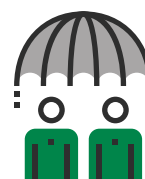
**Sustainability
initiatives**



**Sustainability
performance**



**Principal
environmental,
social, labour
relations and
governance risks**

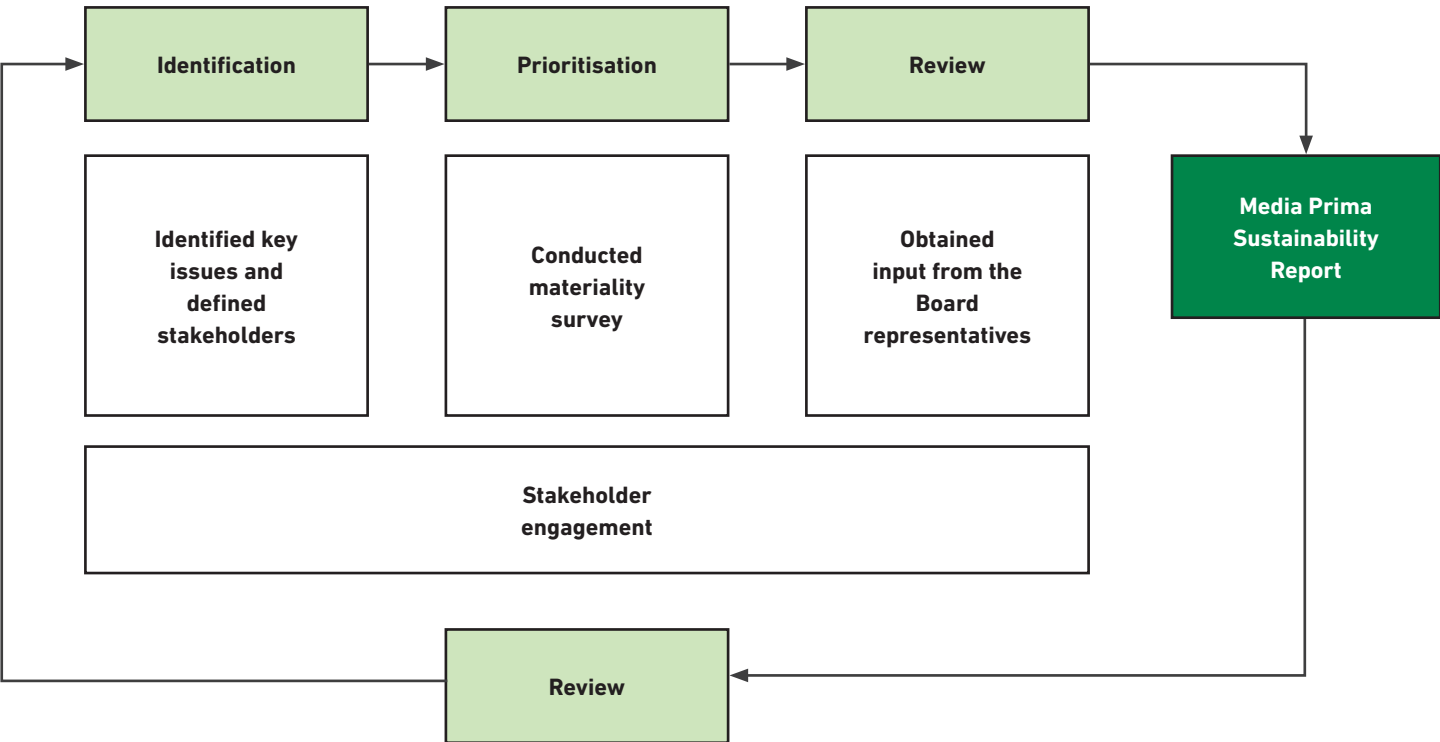


**Risk
management**

Scope and Boundaries

The information presented in this report represents all operations across Media Prima. Content prioritisation is guided by “materiality analysis”, which identifies material issues for both Media Prima and its stakeholders.

The content was also defined based on the principles of relevance, inclusiveness of stakeholders, completeness and operating context. The principles of balance, accuracy, verifiability and comparability have been observed in regards to the quality of the information reported.



The results of the 2020 materiality matrix were shared with Board representatives. Relevant issues identified during the materiality assessment are systematically monitored by the corporate risk assessment process.

The Content Index containing the GRI indicators associated with each material topic can be found in the appendix at the end of this report. Any exceptions to the reporting scope are identified in the relevant sections.

Current figures are presented alongside historical data from 2018 and 2019 whenever possible so our sustainability performance

can be compared over time. Information on initiatives undertaken in previous years is also disclosed, provided it continues to be applied in the current business strategy.

Employee and Environmental Data

Employee data including health and safety performance, workforce statistics and training covers business operations as a whole. All greenhouse gases are included in the emission calculations and classifications have been made in line with Greenhouse Gas Protocol methodology. Data is collected using templates distributed to each company.

Point of Contact

Your views are important to us. Please send your feedback and suggestions to:

Group Strategic Communications Department
Balai Berita
Anjung Riong
31, Jalan Riong, Bangsar, 59100
Kuala Lumpur, Malaysia
1300 300 672
+603 2282 0353

Letter from the Group Chairman

Dear Shareholders,

As I pen this letter, the world is facing extraordinary events, with volatile markets and an evolving global pandemic. Whilst we cannot predict the future, we can do what we do best: enriching lives by informing, entertaining and engaging across all media. The media plays an important role in ensuring that the public receives the latest verified information, especially when the nation is struggling to recover from the Covid-19 pandemic. Other than explaining government policies and initiatives, we must also disseminate precise information, quickly and accurately. We remained focused on three priorities to overcome this unique challenge.



**Datuk (Dr) Syed
Hussian Bin
Syed Junid**
Group Chairman



Firstly, the safety of my fellow colleagues is of paramount importance. Our top priorities have been protecting the wellbeing of our workforce and their families, mitigating the spread of Covid-19 and operating the business safely. Employees' inspiration, creativity and ingenuity are our greatest resources. An unwavering commitment to workplace health and safety, reliable operations and both capital and cost disciplines are core principles that serve us well as we strive to be the leading digital-first content and commerce company.

Secondly, business continuity is key. The Covid-19 pandemic and subsequent Movement Control Order adversely affected the business in several ways, most notably in advertising revenue, production and content availability. 2020 intensified our action in driving the next phase of business transformation by revising revenue models, reducing cost inefficiencies and consolidating assets to solidify the focus of each platform.

We achieved synergies by consolidating our digital and commerce brands under REV Media Group and WOWSHOP respectively. Despite ongoing challenges during the pandemic, we were able to build on WOWSHOP's popularity. WOWSHOP's strong performance reaffirms our importance for their commerce needs and we are also a source for entertainment and essential news as we navigate the new normal.

Building connections that really matter, drives our decision making each day. The power of our integrated media brand, people and connectivity are harnessed to effect positive societal change. Our bold sustainability plan aims to go even further over the medium to long term.

Thirdly, we have extended a helping hand to the surrounding local communities. 2020 constantly reminded us of our responsibility to all Malaysians as the leading and largest fully-integrated media group. The scale of operations allows us to make a big difference and positively affect people's lives. During crises, Malaysians turn to Media Prima in pursuit of a trustworthy source for updates and recommendations on staying safe. We launched the Bantuan Kemanusiaan Covid-19 fundraising campaign in March to purchase needed medical

equipment for Government hospitals across the country. Our contribution to Super Stream Malaysia, showcased our popular dramas and comedies for a limited time on YouTube to raise viewers' spirits. Our success and sustainability are important and we will continue to deliver relevant and quality content while improving operational efficiencies.

Moving forward, we will continue to create stakeholder value through financial, operational and cultural strength. The expectations of the current digital community are rising and we embrace this challenge wholeheartedly. Expecting the economic effects of the pandemic to persist, we will continue to explore long-term solutions to solidify our market leadership position while adapting our businesses and operations to the new normal.

Personally, I could not be prouder of the Media Prima family. Pulling together and taking action with grit and creativity, they have devised safe, out-of-the-box ways of doing business during this difficult period. Their commitment to keeping one another safe and taking care of their communities has been truly inspiring. Because of them, we continue to inform, inspire, educate and entertain Malaysians throughout this pandemic without jeopardising quality content.

I would also like to express my gratitude to all of you for your ongoing support and I am honoured by the trust you place in us. On behalf of the entire Media Prima Board, I thank you for accompanying us on this transformation journey. We will continue to strive to do good, act better and do what is best for us and society at large. I believe our sustainability principles will help us navigate the challenges and create opportunities for long-term growth.

Yours sincerely,

Datuk (Dr) Syed Hussian Syed Junid

Group Chairman

Sustainability at Media Prima



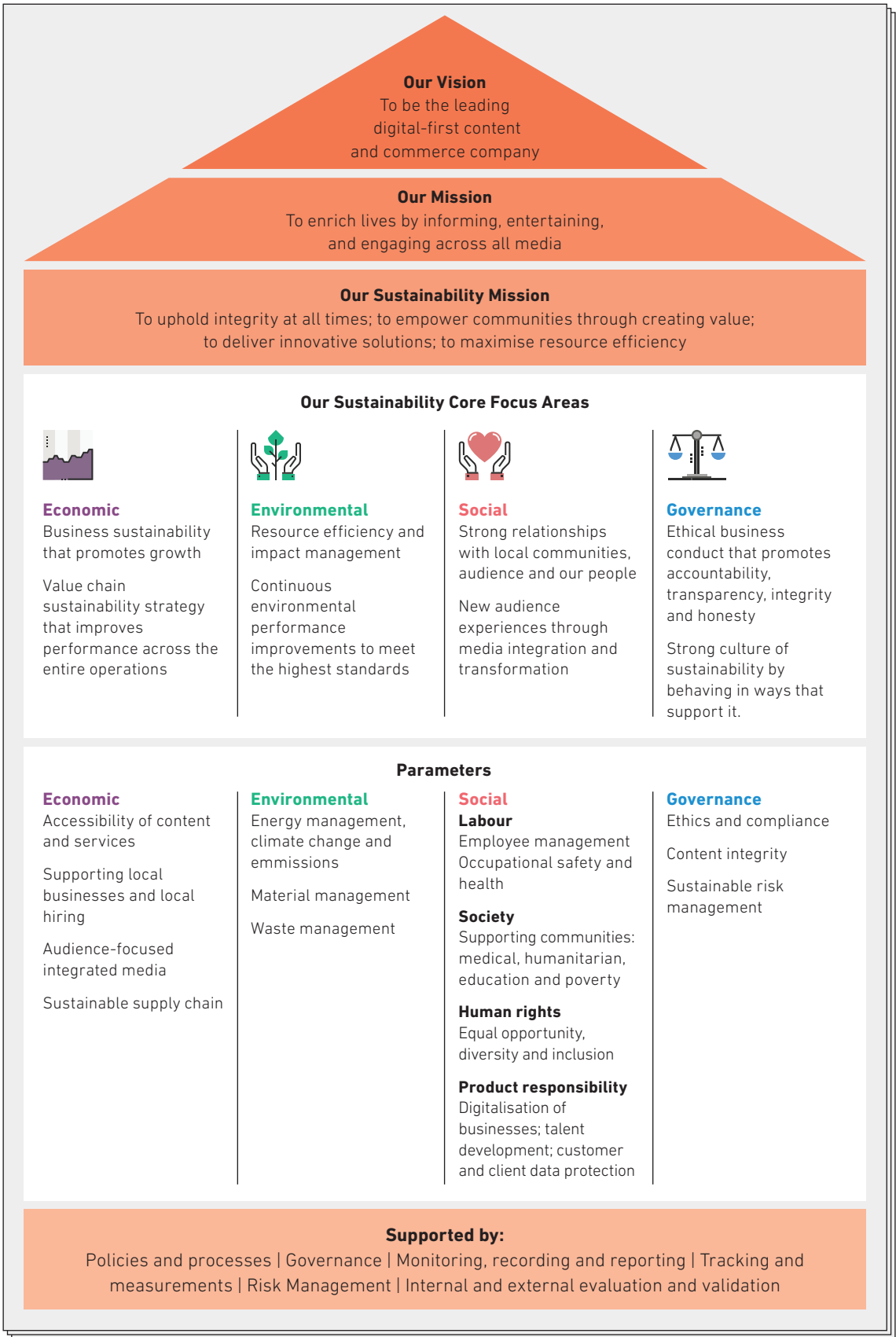
The media industry moves quickly. New technologies and the growing use of media channels by global stakeholders create unique challenges to manage corporate reputation and risk, plus sustainability opportunities and strategies for engagement that deliver results.



SUSTAINABILITY STRATEGY

Our sustainability strategy is underpinned by good governance and a driving ambition to deliver positive economic, social and environmental impact through our integrated media offerings.

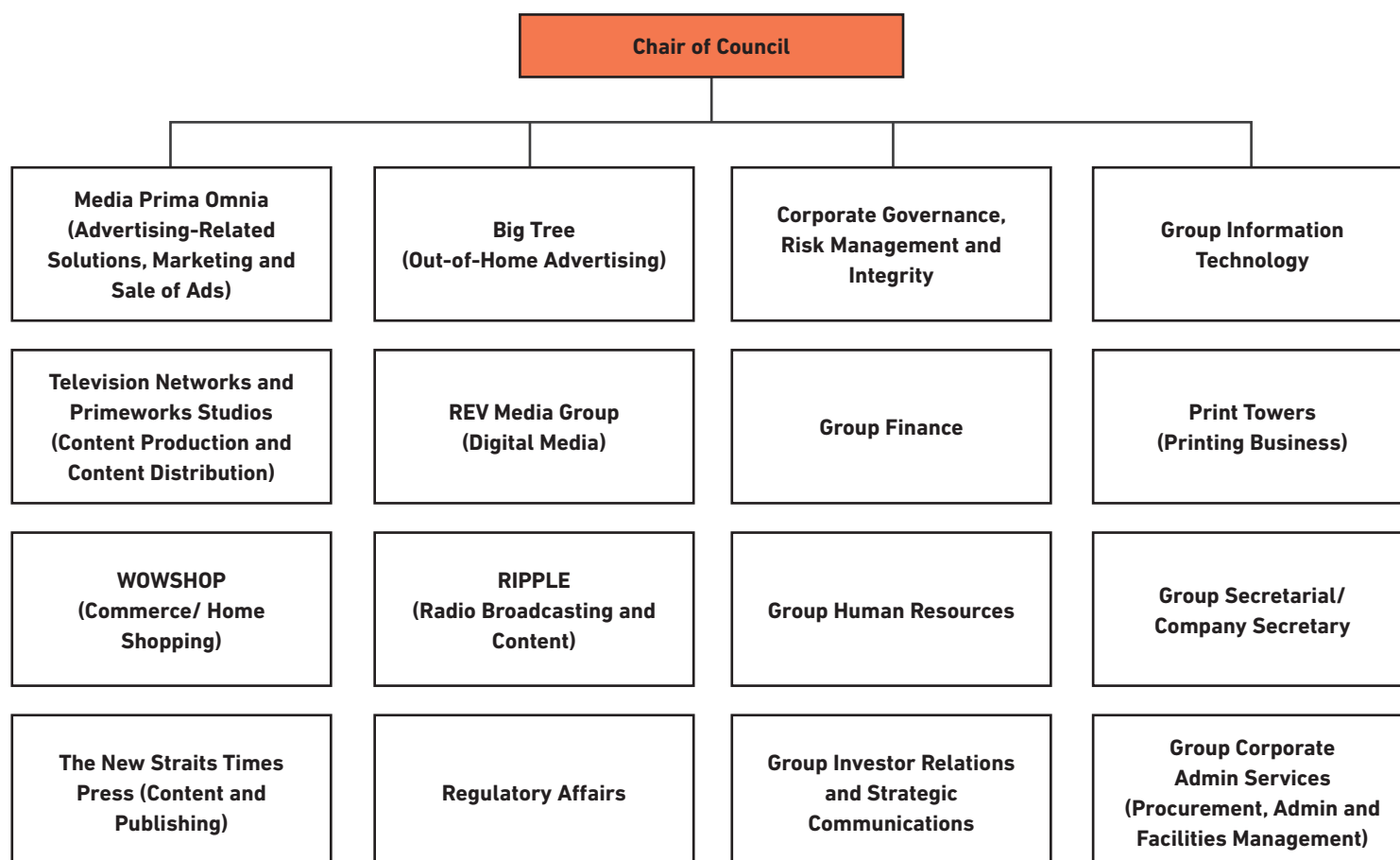
Categorising our strategies effectively helps form the basis for the future direction, actions and goals of Media Prima.




[Handover of 300 PPEs to Hospital Sultan Haji Ahmad Shah, Temerloh, Pahang.](#)

Sustainability at Media Prima

SUSTAINABILITY COUNCIL



Sustainability is governed at the highest level by Media Prima's Board of Directors and senior management team. The Board is responsible for overseeing the financial performance as well as environmental, social and governance (ESG) aspects as part of the senior management team's day-to-day running of the company.

The council comprises members from various functions of the senior management team who represent the various functions within the Group.

Sustainability activities and targets are anchored and executed across all functions and operations. In 2020, Media Prima established a Sustainability Council that is responsible for overseeing and disclosing the Group's sustainability initiatives and

progress. This helps deliver solutions to meet societal needs and drive sales growth.

STRONG AND EFFECTIVE GOVERNANCE

Media Prima's Board of Directors is committed to achieving excellence in corporate governance. The Board is fully committed to practising the highest standards of corporate governance throughout the Group as a fundamental part of discharging its responsibilities to create, protect and enhance shareholder value.

Board Composition and Responsibilities

The Board plays an active role in developing the Group's strategy. The Management prepares and presents its Business Plan and Budget for the Board's review and approval as part of its annual strategic planning process.

The Board

- ① —————
Reviews and challenges the Management's views and assumptions
- ② —————
Reviews and approves the annual budget for the ensuing year
- ③ —————
Sets Key Performance Indicators in the Balanced Scorecard
- ④ —————
Promotes good corporate governance through sustainability practices, which translates into better Group corporate performance

The Group Chairman leads the Board by setting the tone at the top and manages the Board's effectiveness by focusing on strategy, governance and compliance. The Board comprises five Independent Directors, one Non-Independent Director and an Executive Director who serves as the Group Managing Director.

The Board monitors the functions of the Board committees in accordance with their respective Terms of Reference to ensure its own effectiveness.

CODE OF CONDUCT

All employees are responsible for upholding the Group's reputation and principles. We build and strengthen Media Prima's reputation for business integrity through our interactions with fellow employees; meetings with users, viewers and readers; and relationships with business partners.

The Code of Conduct serves as a key sustainability policy and outlines our principles and standards for conducting business. Based on the UN Global Compact, it contains principles governing human rights, labour rights, business ethics, equal opportunities, anti-discrimination, child and forced labour, anti-corruption and environmental protection.

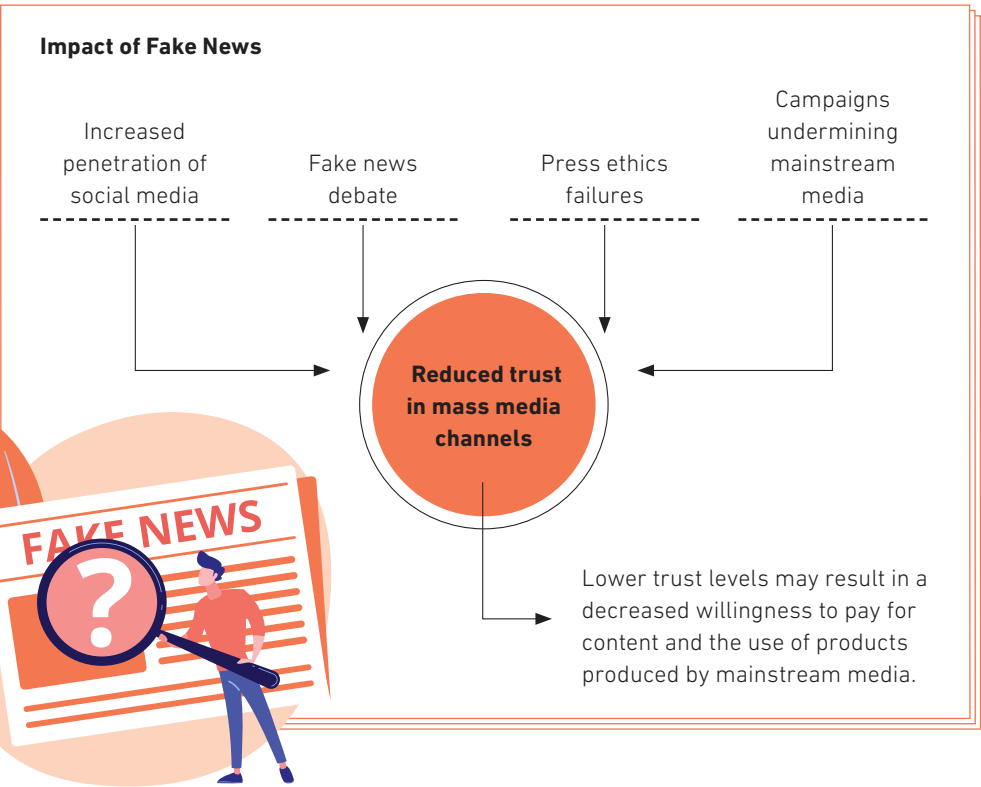
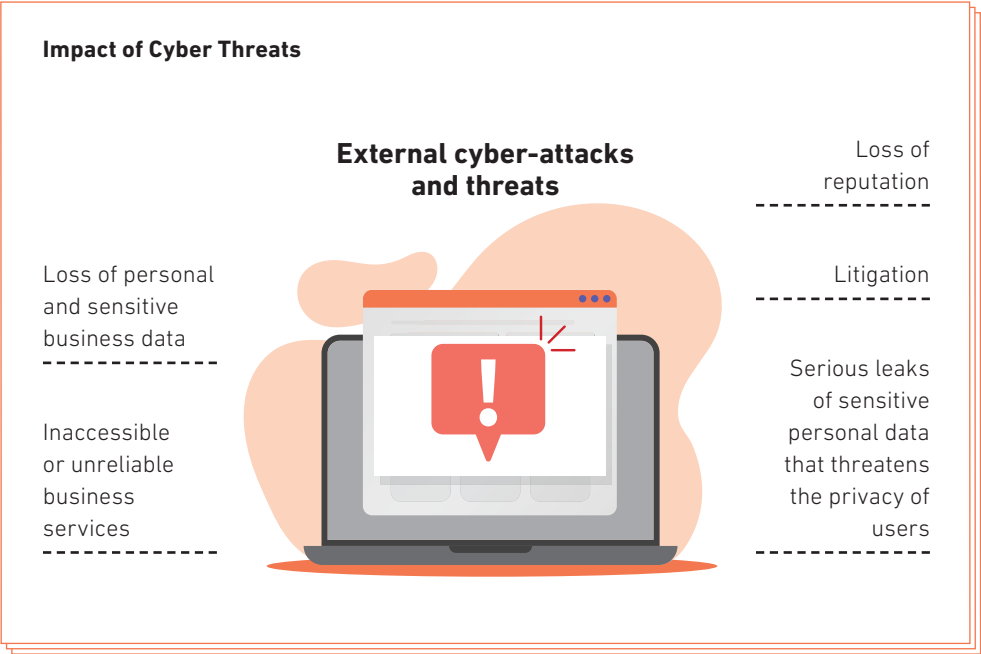
The Code of Conduct is introduced during our on-boarding process for new employees. Training through awareness is also delivered to targeted functions whenever necessary.

The Code of Conduct is available for all employees on the intranet. E-learning material includes a step-by-step guide on reporting misconduct, breaches or potential violations. The Code applies to the entire Group and all entities with whom we work.

SUSTAINABILITY RISKS AND RISK MANAGEMENT

Constantly mitigating daily business risks is key to success. The Corporate Governance, Risk Management and Integrity Department (CGRMI) reviews all risks annually and constitutes core elements

in the requirements expected from all responsible personnel. All senior managers are responsible for understanding the interactions between sustainability risks and other financial, legal and reputational risks to ensure that we are compliant and proactive at all times.



Sustainability at Media Prima

Fast-Changing trends

Consumers are increasingly using digital technology. Bombarded by a multitude of choices, they seek tools to simplify their behaviour decisions. They look to their trusted communities and other experts when moving towards digital technology.

Meeting Customers' Expectations

Increasingly, customers are becoming intolerant of the friction that arises when silos within the business are unable to meet customer needs, effectively. As an integrated media company, we address changing customer expectations by delivering consistent customer experiences across all channels.

Digital Transformation Creating Higher Electricity Consumption



Increasing demand for digital services, which raises electricity consumption



Decreasing demand for print newspapers and physical distribution

Environmental impact is changing along with the digital transformation.

Follow-Up Mechanisms in Relation to New Regulations on Sustainability-Related Topics

The introduction of new laws and regulations for sustainability-related topics requires comprehensive follow-up mechanisms, such as gender pay gap analysis. Adopting effective systems to measure and follow up on such information is challenging across all our operations.

WHISTLEBLOWING

Media Prima expects compliance and maintains the highest standard of integrity from its employees, management, directors and outside parties dealing with the Group.

Our whistleblowing policy promotes responsible and secure disclosure of any wrongdoings on the part of any of our employees, management, directors or outside parties dealing with the Group in particular with respect to their obligations to the Group's interests.

We have established whistleblowing channels to help stakeholders raise concerns, without fear of retaliation, on any wrongdoing that they may observe in the Group.



Full disclosure of **Media Prima's approach to good corporate governance** can be found in the **Media Prima Annual Report 2020**.

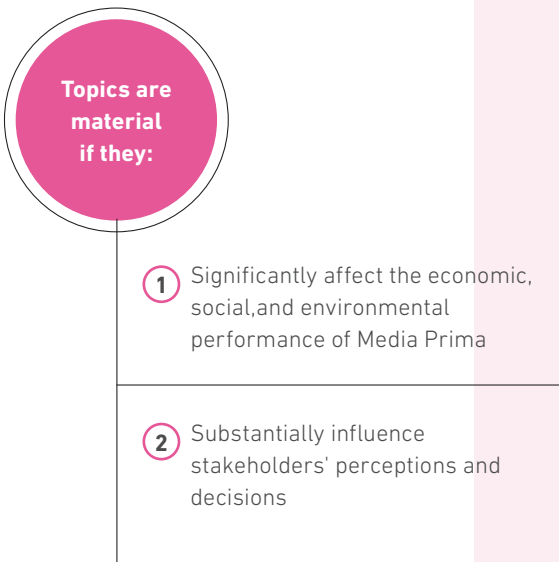
Defining Sustainability at Media Prima

We are committed to measuring, improving, reporting and communicating sustainable value creation, effectively. Striving to create long-term benefits and added value for all stakeholders, we significantly reduce resource consumption and the impacts associated with the production process.

MATERIALITY

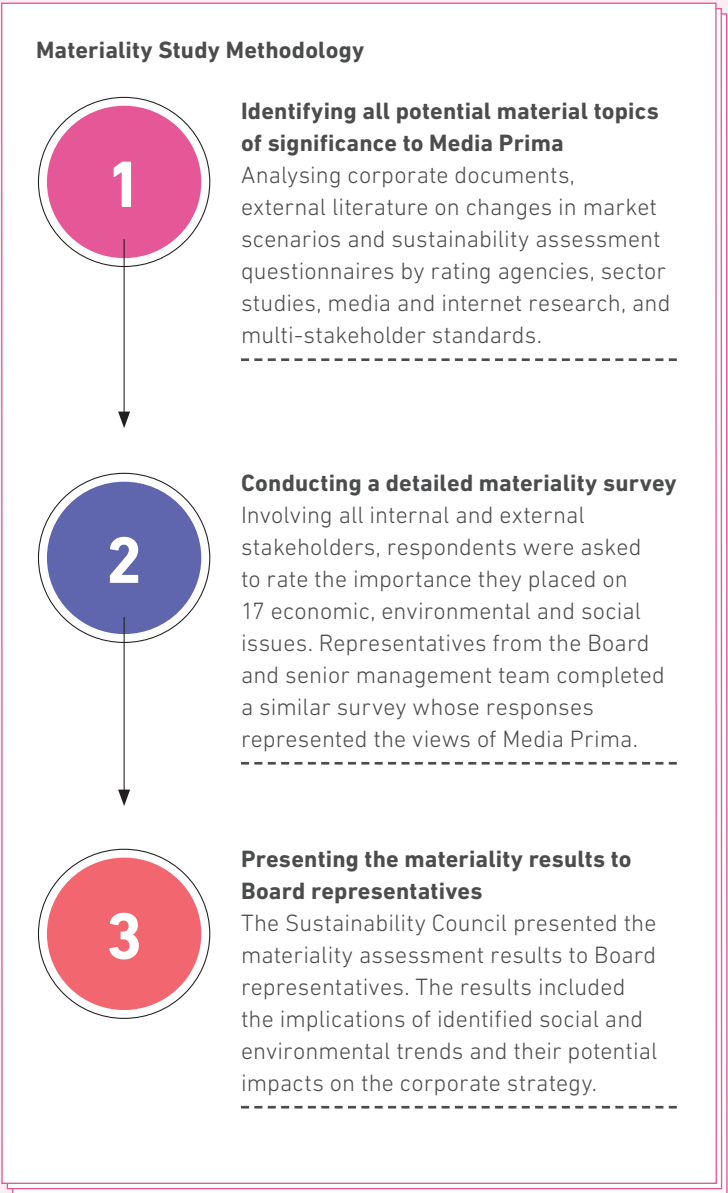
We conducted a materiality assessment in early 2021 to identify sustainability topics that are most material to Media Prima. This process is an important tool for:

- Identifying the most relevant environmental and social priorities that are consistent with our business strategy; and
- Defining the contents of the sustainability report according to GRI Standards.



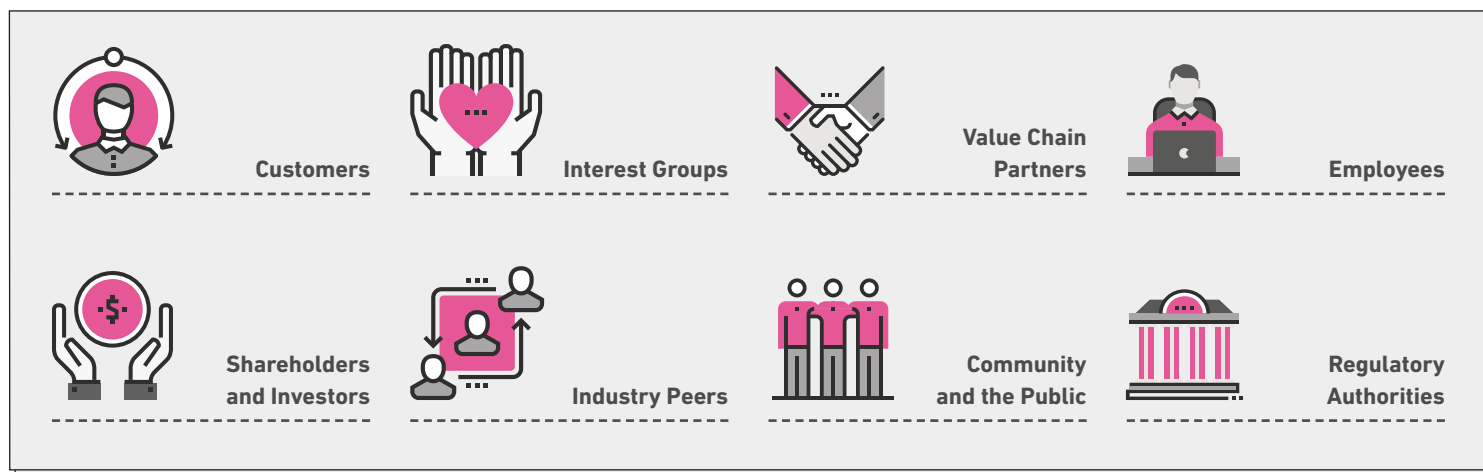
The materiality analysis is two-fold; it considers the viewpoint of both Media Prima and its stakeholders.

The analysis was performed by an external consultant to ensure impartiality and secure the anonymity of the respondents. The analysis was performed through a three-step process.






Defining Sustainability at Media Prima

Stakeholders Contacted During the Materiality Survey



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.

Topic	Description	Related GRI Topic
 ECONOMIC	Regulatory compliance	Preventing corrupt and anti-competitive behaviour and complying with all other economic, environmental and social legislation
	Economic performance	The economic value generated and distributed among different stakeholders and the main economic impacts throughout society
	Sustainable procurement	Support of local suppliers and promoting good environmental and social performance throughout the supply chain
	Nation-building	Development of local infrastructure and services and their impact on the local community
	Local hiring	Contribution to economic development in local areas and communities in which we operate
 ENVIRONMENT	Environmental resource management	Management of materials, water, effluents and waste
	Energy and climate change	Management of emissions and energy

Topic	Description	Related GRI Topic
 SOCIAL		
Talent management	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"> • Employment • Training and Education
Protecting workers	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"> • Freedom of Association and Collective Bargaining • Occupational Health and Safety • Labour/Management Relations • Forced Labour
Diversity, equal opportunity and non-discrimination	Approach to diversity and equal opportunity at work and eliminating all forms of discrimination	<ul style="list-style-type: none"> • Diversity and Equal Opportunity • Non-Discrimination
Human rights	Protecting human rights including those of the indigenous population, security personnel and young talents	<ul style="list-style-type: none"> • Human Rights Assessment • Rights of Indigenous Peoples • Security Practices • Child Labour
Supporting local communities	Supporting those living and/or working in areas that are economically, socially or environmentally impacted by operations	<ul style="list-style-type: none"> • Local Communities
Responsible advertising and marketing	Adhering to advertising guidelines, laws and regulations	<ul style="list-style-type: none"> • Marketing and Labelling
Customer privacy & information security	Protecting the safety, health, wellbeing and privacy of customers	<ul style="list-style-type: none"> • Customer Health and Safety • Customer Privacy
Digital transformation	Expanding our traditional media towards digital advertising, home shopping, e-commerce and video on demand	<ul style="list-style-type: none"> • Non GRI topic
Content management	Managing content for traditional and digital distribution channels	<ul style="list-style-type: none"> • Non GRI topic
Quality & customer satisfaction	Promoting quality throughout operations to ensure high levels of customer satisfaction	<ul style="list-style-type: none"> • Non GRI topic

Defining Sustainability at Media Prima

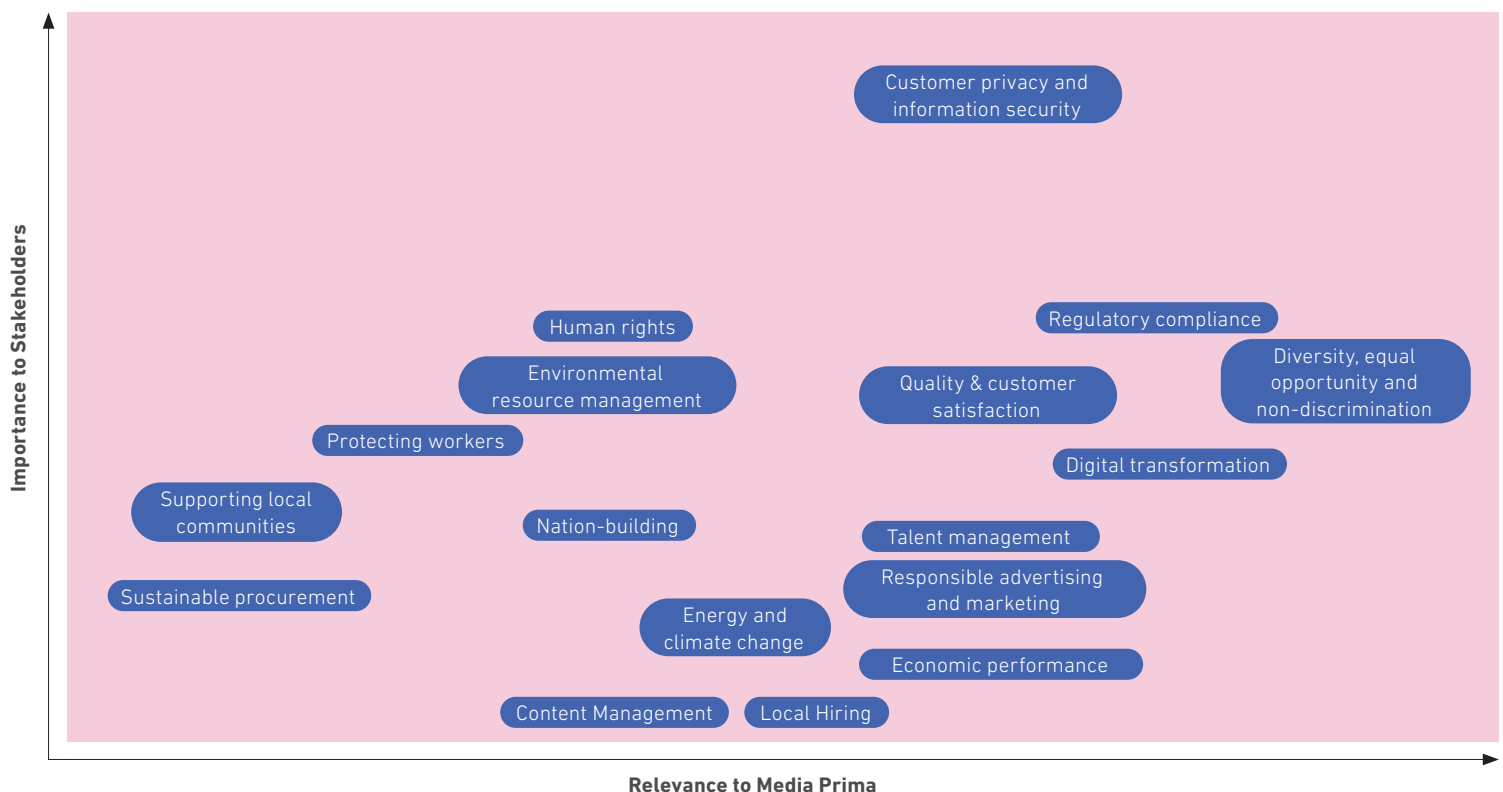
We used a five-point Likert scale for each respondent to indicate the importance they placed on each criterion from 'very unimportant' (1) to 'Very important' (5).

Unsurprisingly, the stakeholder groups were not represented equally with customers, community and public, and employees being the best represented. We calculated a separate average score for each of the 17 areas within each stakeholder group before obtaining an average from all stakeholder groups.

The same survey was completed by representatives from the Board and senior management team whose responses represented the views of Media Prima.

RESULTS





The results of the materiality exercise help us identify potential economic, environmental, social and governance areas that are sufficiently important to influence our corporate strategy and sustainability reporting. As topics in the top right quadrant are more important to stakeholders and more relevant to Media Prima, they should receive greater coverage in this report. The results of the materiality assessment are presented in the materiality matrix below.



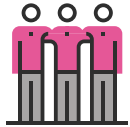
VALUE FOR STAKEHOLDERS

Ongoing dialogue with people, businesses and wider society is central to the progress of sustainability programmes. We build long-lasting, value-creating partnerships with all stakeholders such as suppliers, business partners, employees, regulators, industry peers and the communities in which we operate. Contributing to the social and economic progress of local communities, we engage with these stakeholders on an ongoing basis.

Media Prima's Key Stakeholder Engagement

	Stakeholder	Methods of Engagement	Areas of Interest	Addressing Their Interests
	Customers Including Viewers, Users, Listeners, Readers, Advertisers and Shoppers	<ul style="list-style-type: none"> • Customer satisfaction surveys • Customer complaints tools • Social media • Websites • Materiality survey 	<ul style="list-style-type: none"> • Viewing preference • Content development • Technical support • Social discourse • Privacy and freedom of expression • Children's rights 	Customers and the competition are instrumental to our prospects. Sharing a common goal across the organisation, we give customers a value-added experience in society.
	Shareholders, Analysts and Investors	<ul style="list-style-type: none"> • Results announcement meetings • Annual general meetings • Regular updates and communication • Investor roadshows • Materiality survey • Video conferencing and video calls 	<ul style="list-style-type: none"> • Long-term profitability • Sustainability matters • Company's performance against targets • Compliance with all relevant requirements 	We are committed to delivering economic value to our capital providers through a strong financial performance and our engagement methods.
	Interest Groups <ul style="list-style-type: none"> • Non-Governmental Organisations • Industry Analysts 	<ul style="list-style-type: none"> • Regular and ad-hoc meetings • Official launches • Events • Open dialogue • Interviews, press releases and websites • Materiality survey 	<ul style="list-style-type: none"> • Company's performance • Rights of vulnerable groups • Future direction • Digital media's influence on society 	Views of interest groups are included when considering the societal impact of operations.
	Industry Peers	<ul style="list-style-type: none"> • Conferences and meetings • Industry workshops • Networking events • Materiality survey 	<ul style="list-style-type: none"> • Our performance • Compliance • Development within the media industry 	We have an excellent record of collaborating with key partners and engage with thousands of industry players and other stakeholders every day. Sharing ideas and inspiring positive change allows us to continue making the greatest possible difference.

Defining Sustainability at Media Prima



Stakeholder	Methods of Engagement	Areas of Interest	Addressing Their Interests
Value Chain Partners <ul style="list-style-type: none"> • Third-Party Suppliers and Vendors • Event Sponsors 	<ul style="list-style-type: none"> • Contract bidding and procurement management • Training and talent management • Programme roadshows • Programme licensing negotiations • Materiality survey • Video conferencing and video calls 	<ul style="list-style-type: none"> • Fair procurement • Efficient supply chain management 	Supplier relationships are governed by our supplier code of conduct. Conforming to international ethical standards, these guidelines stipulate the conduct expected from suppliers in areas such as economic sustainability, environmental sustainability and social responsibility.
Community and the Public	<ul style="list-style-type: none"> • Financial and non-financial contributions • Philanthropic activities • Volunteerism programmes • Events and roadshows • Materiality survey 	<ul style="list-style-type: none"> • Social and economic development contributions • Socio-environmental impacts 	We strive to be a strategic partner and a positive force in our local communities.
Employees	<ul style="list-style-type: none"> • Employee satisfaction survey • Employee engagement programme • Internal communications such as newsletters, the intranet and updates • Events and functions • Employee grievance system • Materiality survey 	<ul style="list-style-type: none"> • Equal opportunities • Diversity • Career progression • Benefits and rewards 	Employees are key to our innovation-driven culture. They drive success and we are committed to being a good employer.
Regulatory Authorities <ul style="list-style-type: none"> • Ministry of Communications and Multimedia Malaysia • Ministry of Home Affairs • Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) • Malaysian Communications and Multimedia Commission (MCMC) • The Malaysian Communications and Multimedia Content Forum of Malaysia (CMCF) • Communications and Multimedia Consumer Forum of Malaysia (CFM) • Ministry of Finance (MoF) • Dewan Bahasa dan Pustaka • Department of Environment (DOE) 	<ul style="list-style-type: none"> • Regular communication • Reports and compliance • Periodic meetings • Regular environmental reporting to the DOE • Materiality survey 	<ul style="list-style-type: none"> • Compliance • Reducing our environmental footprint • Compliance with environmental regulations 	We have established sustainability governance to manage risk, ensure compliance and operate with integrity at all times.



ECONOMIC



Our Group Managing
Director, Dato
Iskandar Mizal
Mahmood, at the
launching of Pelan
Langkah Segera
Ekonomi Industri
Kreatif (Pelaksanaan).

The media and entertainment industry has been transforming rapidly for the last decade. Digital media emerged as an alternative distribution medium, dominating all sub-sectors such as print, advertising, esports, home shopping, radio and music. As a sustainable revenue generation platform, several media companies have been compelled to adopt digital strategies to survive in a fiercely competitive market. In 2020, Media Prima refocused and restructured its businesses in view of uncertain macroeconomic conditions and changes in the preferences of consumers and advertisers.

Economic

We have further digitalised our operations to mitigate the impact of the Covid-19 pandemic. Economic uncertainties resulting from the pandemic severely affected operations. However, we were also able to capture new business opportunities as an essential service provider during the Movement Control Order.

We embarked on the next phase of our business transformation exercise. Changing our business model and internal restructuring future-proofed the business and protected it against the disruptive changes in the global and local media industry.

In 2020, we consolidated all advertising functions for the Broadcasting, Publishing Content Creation and digital business segments under Media Prima Omnia. Our 'Omnia Solution' allows clients to market their brands across a broad range of media assets through creative services and integrated marketing solutions.

Media Prima is home to some of the nation's most loved, most-watched, highly-followed and most-valued media brands, content that must be nurtured and protected. We are streamlining and aligning our business to meet the latest operational demands.

COVID-19 HAS UPENDED THE MEDIA INDUSTRY: THIS IS HOW WE COME BACK STRONGER

The fallout from Covid-19 is affecting every aspect of people's lives and livelihoods. Global poverty is forecast to increase for the first time since the 1998 Financial Crisis and no individual or business is immune.

Everyone in the media industry from content creators to distributors have been severely impacted. Although consumer demand for content has increased rapidly, advertising

revenues have steeply declined. Society is consuming media like never before in history.

However, post-Covid-19, media consumers will be acutely more discerning following this vastly increased consumption. On-demand services have already changed the media landscape; consumers want complete control over when, how and in what quantities they consume content. Continuing with our business transformation efforts, our strategy is to grow and monetise our strong digital reach.

MEMBERSHIP IN ASSOCIATIONS

Media Prima retains both corporate and individual memberships in industry associations, national and international organisations and additional bodies. Of these memberships, the following are considered strategic and significant to our business.

Company membership

- Malaysian Investor Relations Association

Individual membership

- RMG's Chief Product Officer, Nicholas Sagau, is the President of the Malaysian Digital Association (MDA)
- Dato' Khairul Anwar Salleh is a Member of Board of Governors at the Putra Brand Awards 2020. He is also the Chairman of Communication and Multimedia Content Forum of Malaysia (CMCF)
- Jessica Tan Say Choon is a Member of The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)

SUSTAINABILITY IN THE VALUE CHAIN

Responsible management is only possible with support from all stakeholders, specifically the entire value chain including suppliers, audience and advertisers.

We prioritise goods and services from local suppliers who meet our high standards. On occasions, we have helped local businesses develop their skills to meet these standards.

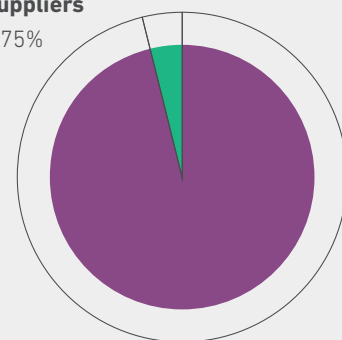
However, it is imperative that suppliers share Media Prima's mission, vision and values. They are encouraged to share a common goal of improving sustainability and the quality of the entire value chain.

We have established a unique contracting procedure that is applied uniformly across the entire procurement process. All suppliers of products and services must comply with these requirements.

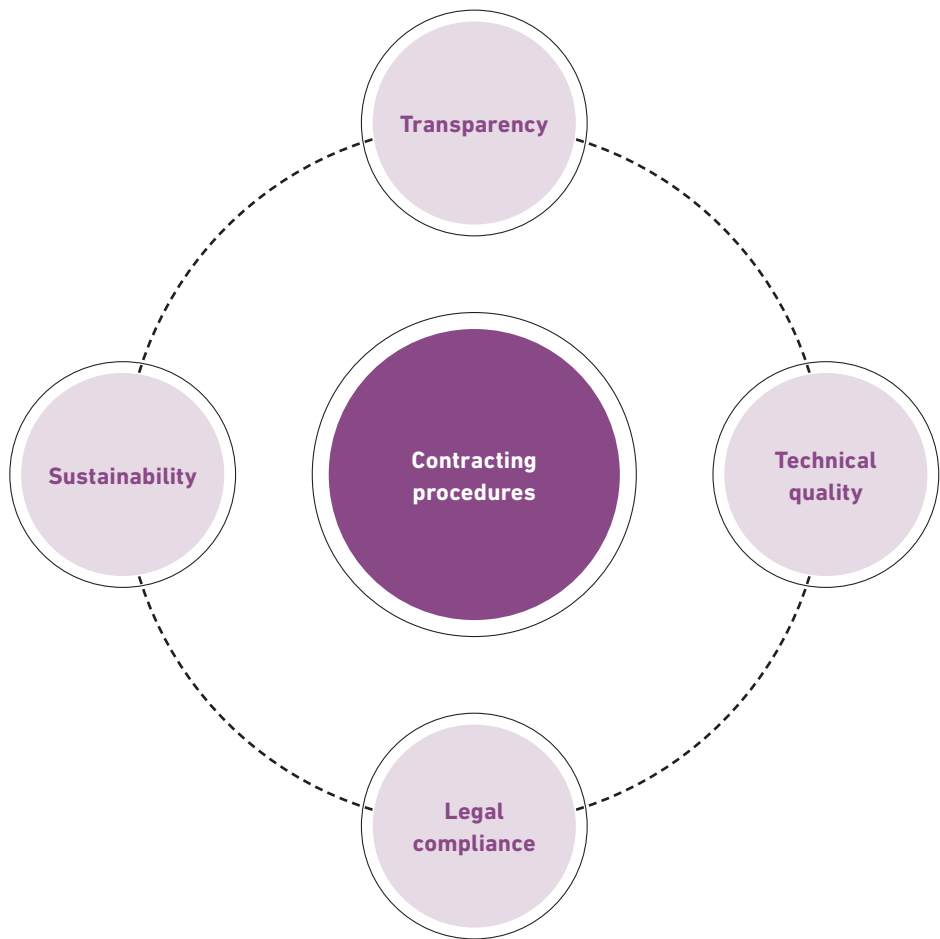
Supplier Distribution as of 31 December 2020

Foreign Suppliers

3.75%



Local Suppliers
96.25%



A wide range of suppliers provides all the goods and services necessary to run our business. Many departments and teams are involved before the content is broadcasted, published or distributed.

Ongoing dialogue with all supply chain partners helps improve our products and services. A combination of focus groups, surveys and interviews ensures that we continue to improve our service offerings.

Integration of Social and Environmental Best Practices in the Supply Chain

We consider suppliers' materials selection, quality, treatment of workers and overall sustainable practices as well as more formal certification such as:

- ✓ ISO 9001:2015 Quality Management Systems including safety requirements
- ✓ ISO/TS 16949:2009 and IATF 16949:2016 Automotive Quality Management Systems
- ✓ Safety Management Standards
- ✓ ISO 14001:2015 Environmental Management System
- ✓ OHSAS 18001:2007 Occupational Health and Safety Management System

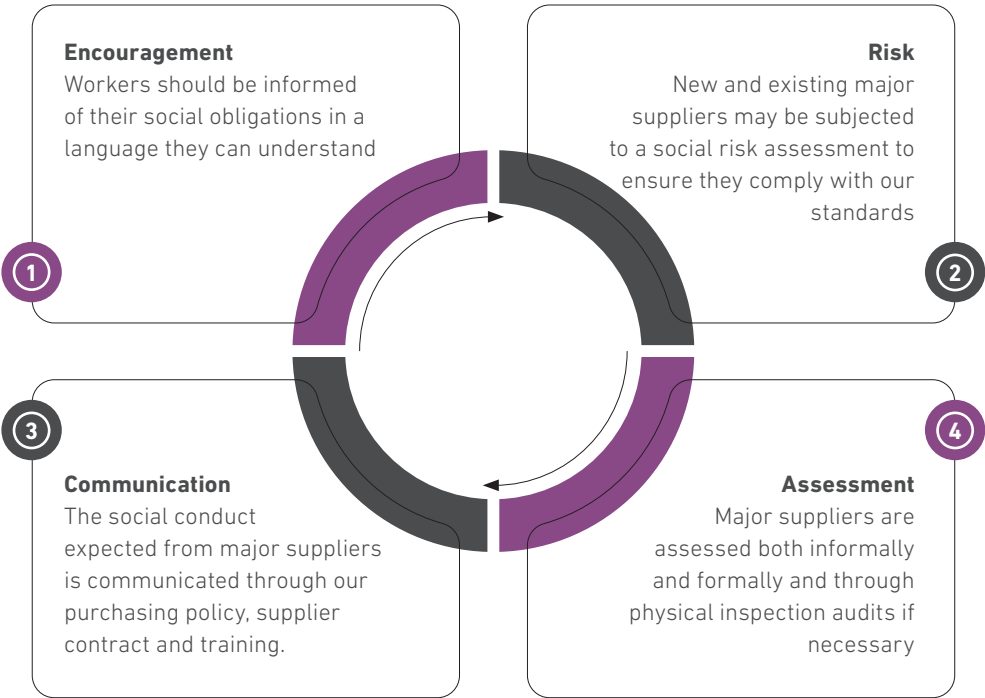
We are committed to our supplier sourcing assessment processes which include social and environmental elements such as water use, biodiversity impacts, pollution, waste, resource use, energy use, climate change impact measurement including greenhouse gas emissions and other environmental issues.

All major suppliers are subjected to an environmental risk assessment to ensure their complete compliance with our environmental standards.

We ensure that our major supply chain partners adhere to all social standards stipulated by Malaysian Labour Law and the International Labour Organisation (ILO) including:

- Policies on the prevention of child labour that require all suppliers to abide by the Malaysian Labour Law on the minimum legal working age
- Policies on the prevention of forced labour
- Policies on the provision of equal opportunities and non-discrimination
- Freedom of association where everyone is free to belong to any organisation of their choice
- Right to collective bargaining and forming a union
- Eliminating excessive working hours by offering fair overtime pay and limiting working hours
- Meeting or exceeding Malaysia's minimum wage
- A safety policy, code and practices on providing a safe and healthy workplace

Economic



Suppliers and business partners are welcome to raise their concerns and feedback through our toll-free number 1300 22 6787. They are also welcome to submit their written queries to the General Manager of Group Corporate Administration Services. Expectations of major suppliers are communicated through our regular engagement channels such as emails and meetings.

Supplier Code of Conduct and Supply Chain Benefits		1 Socially and environmentally responsible business and sourcing are practised throughout the supply chain	2 Suppliers are expected to consider and if possible reduce their environmental impact
3 Only certified organisations can collect and dispose of equipment safely	4 Suppliers must comply with applicable environmental and social laws and regulations	5 Suppliers must adhere to high standards for safe working conditions	6 Workers must be fairly treated in environmentally safe operations
7 Standards are reviewed annually to raise expectations	8 Close partnerships are formed and partners are encouraged to develop the necessary skills to operate responsibly	9 Sustainability is considered throughout every phase of our services' lifecycles	10 Components must be sourced from qualified vendors

ETHICS

Media Prima's commitment to integrity and transparency is clearly stated in the Employee Handbook and Code of Conduct. We firmly oppose all forms of corruption and follow the highest ethical standards when doing business.

Coverage of Corruption Policies and Guidelines



All corrupt activity



Public or private sector



Offering, giving, requesting, accepting or receiving bribes



Facilitation payments



Directors, employees, business associates, independent contractors, all with whom the company engages



Corruption risks, including bribery, are an important element of our risk register. This helps the company properly design mitigation strategies and deploy resources to combat potential instances of bribery, corruption and fraud. This is especially important for operations deemed to be of 'high risk'.

Employees found to have been involved in bribery are subject to disciplinary action that can lead to termination. Heads of departments and sections must ensure that all employees adhere to the Anti-Bribery Policy.

The Board of Directors oversees our compliance with anti-corruption policies. Every employee is responsible for preventing and reporting instances of bribery, suspicious activity or wrongdoing, which may lead to bribery using our whistleblowing channels.

Great emphasis is placed on anti-corruption and anti-bribery and our firm position is communicated to all employees. Employees receive a copy of the Employee Handbook upon joining the Company. Each must sign the acknowledgement form and return it to the Human Resources Department. Employees will also be reminded of our firm opposition to corruption during regular engagement sessions and training programmes.

Our anti-corruption policy is also communicated to suppliers, contractors, subcontractors, agents, and third parties whom we work with. Every contractor, subcontractor and third party is subject to corruption and bribery risk assessments and must declare they are not involved in

any corrupt, unethical, misconduct or illegal behaviour. The screening of new and existing business partners on corruption and bribery is part of our due diligence in the context of Media Prima's compliance requirements.

There have been no major disciplinary cases reported on corruption practices that resulted in the dismissal of employees. We have received zero fines and penalties from the authorities which demonstrates the effectiveness of our stringent anti-corruption policies and practices.

MEDIA PRIMA ANTI-CORRUPTION POLICY AND MACC 17(A) ACT AWARENESS TRAINING

The latest amendment to the Malaysian Anti-Corruption Commission (MACC) Act Section 17(A) on Corporate Liability came into force on 1 June 2020. According to the new provision, commercial organisations and associated persons will be subjected to legal proceedings if the person associated with the commercial organisation commits corruption offences.

We held 14 training sessions throughout the year on the Group's Anti-Corruption Policy and MACC 17(A) Act. Conducted by MACC, 3,288 training hours were delivered and all employees attended.



ENVIRONMENT



Our headquarter at
[Balai Berita Bangsar.](#)

Our vision is to contribute to sustainable development through measures that minimise the environmental impact of activities and promote respect for the environment.




ENERGY EFFICIENCY AND REDUCTION

Media Prima has developed an Energy Management Programme for its printing business under Print Towers. The Energy Management Programme and Road Map is a fundamental blueprint to manage energy consumption throughout operations. Elements covered include HVAC systems and lighting areas.

Media Prima performed an energy audit and discovered that one Hitachi chiller consumed approximately 1.58 million kWh per annum. Replacing this chiller with a high-efficiency alternative brand would provide the same cooling with up to 500,000 kWh per annum less, which leads to less power loss and energy savings. This 188 U.S. Refrigeration Ton (USRT) chiller was upgraded to the latest 254 USRT model.

Several initiatives are underway in various stages of completion such as:

- Replacing 400W metal halide perimeter lights with 902 LED alternatives. Currently, six units have been changed with others being replaced when they are faulty.
- Operations control such as scheduling air conditioning use according to staff working hours.
- Monitoring compressed air use and waste.
- A zoning lighting system.
- Raising environmental conservation awareness through posters and emails.
- Increasing the effectiveness of maintenance by collaborating with suppliers and service operators.



Energy conservation measures	CO ₂ Reduction (tonnes)
Replacing Hitachi chiller with a high-efficiency unit	382.7
LED retrofit for linear fluorescent lighting	201.1

During 2020, we focused on compiling and studying the efficiency of energy conservation efforts. The current study is scheduled for completion by the end of 2021.

The New Straits Times Press (M) Berhad's (NSTP) Energy Consumption Report is submitted to the Energy Commission twice a year to comply with its regulations.

Environment

EFFICIENT MATERIALS MANAGEMENT

The printing industry faces pressure to increase efficiency and reduce cost due to rising raw materials prices. Increased legislative and customer demands to lower the environmental impact of industrial activities have created a need for printers to improve their sustainable practices. Increasing resource efficiency and reducing waste has therefore become an important aspect for NSTP.

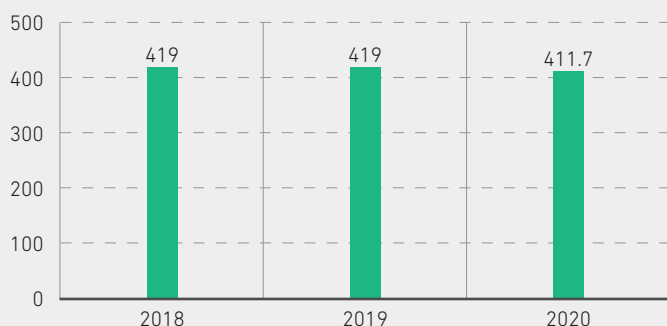
Paper

We are proud to report that 100% of printing at NSTP plants in 2020 was on 100% recycled paper.

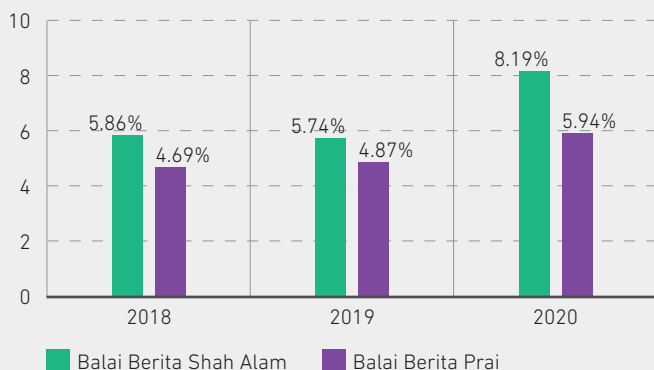
NSTP Paper Consumption by Plant

	2018	2019	2020
Balai Berita Shah Alam	12,505	10,838	5,993
Balai Berita Prai	5,251	4,882	2,931
All Plants	17,756	15,720	8,924

Number of Pages per kg of Newsprint



Paper Wastage



In 2020, we started a contract print business that currently prints nine titles daily, weekly and monthly. The percentage of paper wastage increased due to a lower print order as the number of test copies and calibration wastage remains the same regardless of the volume. Some print runs produced as few as 5000 copies on a higher grammage paper. Waste is monitored and evaluated with a view of maximising the efficiency of operations.

Environmentally-Friendly Plates

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.

Chemical Usage, Prepress (litres)

	2018	2019	2020
Balai Berita Shah Alam	7,160	6,660	1,740
Balai Berita Prai	3,320	-	-
Total	10,480	6,660	1,740

In 2020, chemical usage reduced due to a drop in print orders. The chemical usage mileage also reduced significantly as we are no longer benefiting from economies of scale.

Chemical Usage Mileage (ml/m²)

	2018	2019	2020
Balai Berita Shah Alam	96.43	97.99	37.69
Balai Berita Prai	75.29	-	-
Total	171.72	97.99	37.69

Ink

Our printing process follows the ISO 12647-3 graphic technology standard. This worldwide standard defines print quality in coldest offset newspaper production. NSTP achieved and qualified as a member of ISO 12647-3. A total of 116 MT of ink was used in 2020, which is equivalent to 22,546 gross pages per kg of ink.

REDUCING RESOURCE CONSUMPTION AND WASTE

Resource consumption and waste reduction is a high priority sustainability issue. Climate change and weather extremes, dwindling resources, deforestation, soil erosion, water scarcity, air pollution and excessive consumption all contribute to the same overriding threat to our long-term sustainability.

Our approach is based on the precautionary principle of analysing environmental risks throughout the value chain and introducing specific actions across operations to effectively mitigate these risks.

ENERGY CONSUMPTION

The Analog Switch Over (ASO) exercise commenced in October 2019 and dismantling works were completed in September 2020. Hot FM radio is the only operational transmitter as the others have been decommissioned. Completing the ASO exercise for the majority of our transmitters led to significant electricity savings as presented in the table below.

Group Electricity Consumption (kWh)

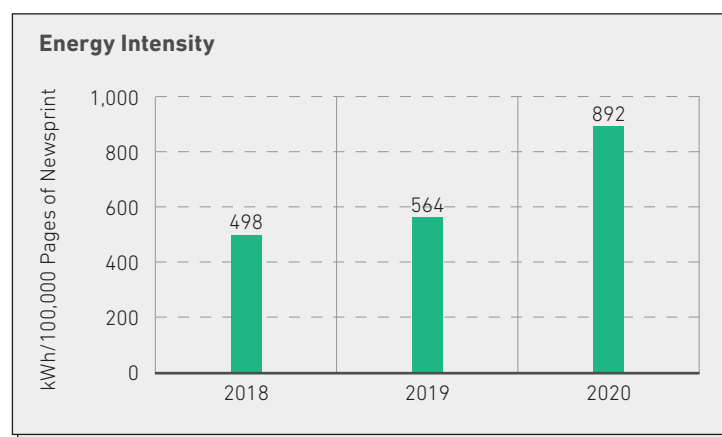
	2018	2019	2020
Balai Berita Bangsar	7,542,460	7,060,092	6,567,427
Balai Berita Shah Alam	6,225,417	6,117,752	5,345,427
Balai Berita Prai	3,964,327	3,792,461	n/a*
Sri Pentas	7,360,452	5,640,167	6,298,389
Glenmarie Shah Alam	2,663,706	2,441,975	2,444,342
Sri Pentas 2	200,300	129,373	6,100
TV3's Transmitters	7,316,070	4,928,416	136,509
ntv7's Transmitters	2,861,285	2,487	n/a
8TV's Transmitters	1,077,824	777,993	92
TV9's Transmitters	1,119,754	851,207	n/a
Hot FM Radio's Transmitters	360,814	362,336	362,802
Chilled Water	11,563,540	8,124,951	10,680,457
Big Tree OOH Panels	6,459,455	5,614,182	3,013,275
Total	58,715,404	45,843,392	34,854,728

* Electricity consumption for Balai Berita Prai in 2020 is no longer reported as the property has been leased to Ultimate Print Sdn Bhd as our contract printers since October 2020.

Energy Intensity

Energy intensity is defined as the amount of energy used to produce a given level of output or activity. Energy intensity is a better measure of the energy efficiency of NSTP's printing plants. Using less energy to produce a product or provide a service results in reduced energy intensity. Energy intensity is expressed by the number of kilowatt-hours used to make 100,000 pages of newsprint.

In 2020, the energy intensity increased significantly as we are no longer benefiting from economies of scale. Lighting, air-conditioning and other power sources consume power regardless of the volume. Also, the printing press is more economical when producing larger print runs.



Water Management

Water is also one of our basic resources. We understand the importance of water consumption and promote measures to improve facilities and raise awareness of its responsible use.

The Group's water consumption for the past three years is presented in the table below. Our water consumption has been stable over the years. In 2020, water consumption in Balai Berita Bangsar reduced following the shutdown of non-operational areas.

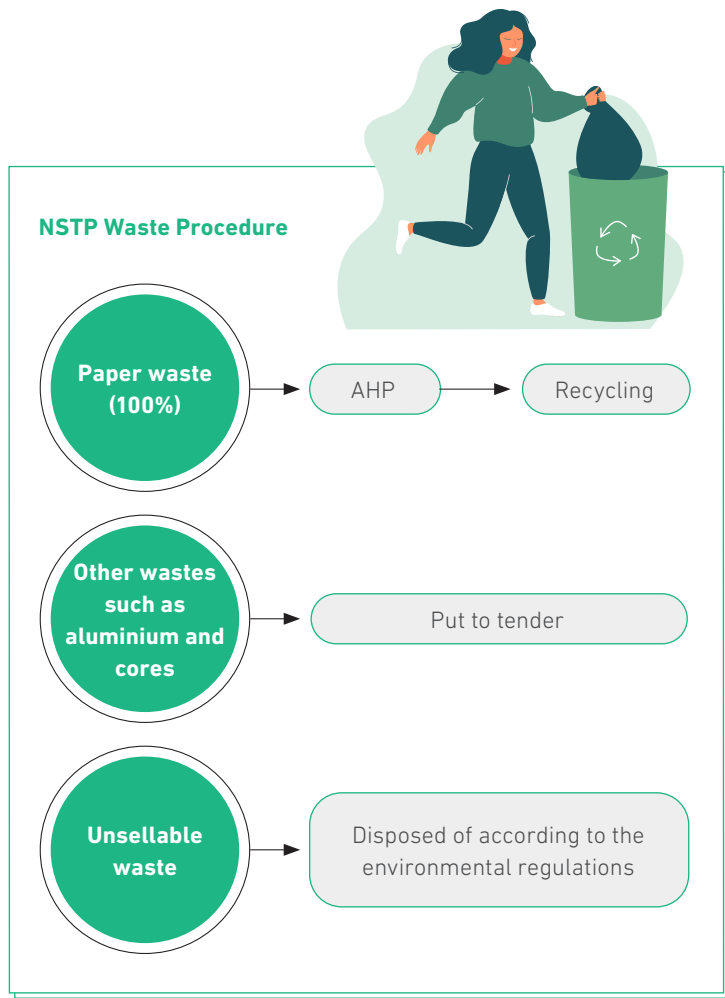
Group Water Consumption (m³)

	2018	2019	2020
Balai Berita Shah Alam	33,952	31,489	27,048
Balai Berita Prai	22,385	22,468	21,876
Balai Berita Bangsar	52,401	58,467	32,196
Sri Pentas	54,098	45,082	40,922
Total	162,836	157,506	122,042

Environment

Waste Management

NSTP sends all (100%) of its paper waste to Asia Honour Paper Industries (“AHP”) for recycling. The collection of other wastes including aluminium and cores are put to tender. Unsellable waste is disposed of according to environmental regulations.



The breakdown of newsprint waste sent to AHP in 2020 is presented below. A drop in newsprint production resulted in a reduction in absolute waste disposal.

Solid Waste Disposal by Type (kg)

Newsprint Wastage	2018	2019	2020
Reel Ends	41,220	34,488	22,253
Run-up Spoilage	718,228	643,169	525,956
Empty Core	57,623	49,605	29,368
Newsprint Covers	57,477	55,637	31,980
Machine Waste (Scrap Paper)	79,147	75,830	52,994
Test Run and Mock-ups	23,706	1,415	2,341
Total	977,401	860,144	664,892

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. A reduction in newsprint volume resulted in less scheduled waste being generated and disposed of in 2020.

NSTP Scheduled Waste Disposal (MT) by Year

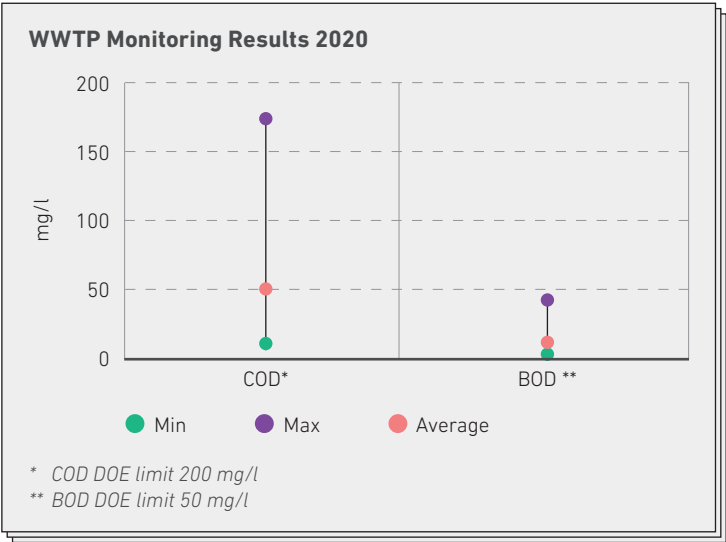
Waste Category	Waste Code	2018	2019	2020
E-Waste	SW109	0.2	0.44	0.11
Ink Sludge and Evaporator Sludge	SW416	4.63	2.14	1.18
Used Oil	SW305	3.69	1.64	-
Spent Hydraulic Oil	SW306	-	0.8	-
Mixed Solvent	SW322	0.88	0.41	0.32
Rotowash Carboy	SW409	2.94	0.96	0.80
Contaminated Empty Drum	SW409	0.37	-	-
Used Rags	SW410	14.96	4.95	3.44
Used Printing Blanket	SW410	-	1.39	0.99
Used Activated Carbon	SW411	3.11	3.31	3.89
Ink Waste	SW418	3.64	4.35	4.18
Filter Press Sludge	SW416	9.66	7.77	5.51
Total		44.08	28.16	20.42

POLLUTION AND EFFLUENTS

Our printing plant, Balai Berita Shah Alam, houses its own Waste Water Treatment Plant (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.

We sampled our effluent discharge from Balai Berita Shah Alam on a weekly basis throughout 2020 as required. The WWTP also houses a mini-laboratory to test biochemical oxygen demand (“BOD”), 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.

The minimum, maximum and average readings of BOD and COD are presented in the following charts. The WWTP monitoring results show that our effluent discharges were within the permissible limits set by the DOE in 2020.



CLIMATE CHANGE

A critical threat to sustainable development is the acceleration of climate change caused by the emission of greenhouse gases (GHGs) resulting from energy generation and consumption. Media Prima will continue to drive operational efficiencies and see opportunities to improve its environmental impacts by adopting new technologies and different ways of working.

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.

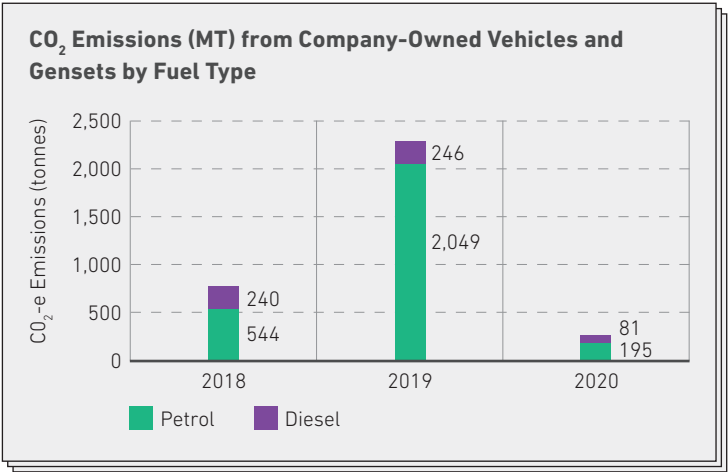
We recognise the importance of climate change and environmental conservation. Our approach to climate change and engagement with both employees and contractors help reduce greenhouse impacts. Examples include research into renewable energy and a complete climate change risk assessment.

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

Scope 1

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

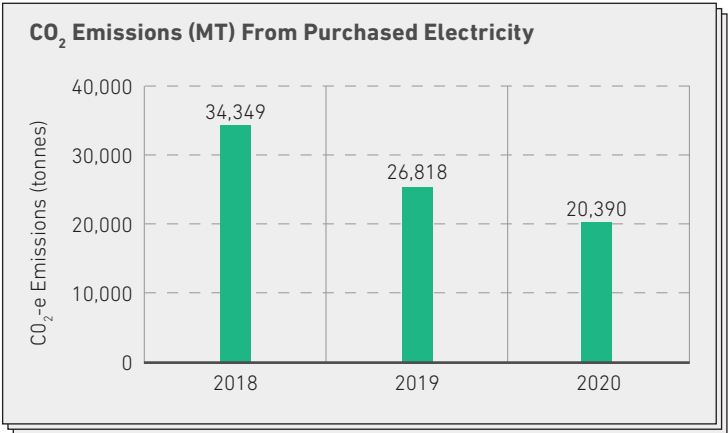
CO₂ emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.



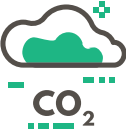
Scope 2

Our electricity and chilled water also produce indirect emissions. Energy has been calculated from Media Prima's electricity bills for our office buildings, TV stations, chilled water, printing press and billboards. Reducing GHG emissions is important as they contribute to climate change.

CO₂ emissions from the use of electricity were derived using the emission factor published by the Malaysian Green Technology Corporation for the Peninsular Grid.



Environment



Current Scope of Monitoring and Measurements

1

Printed products including cradle to gate emissions associated with paper use

2

Emissions associated with production and operations

3

Emissions associated with the distribution of the finished products and services

BIODIVERSITY AND CONSERVATION

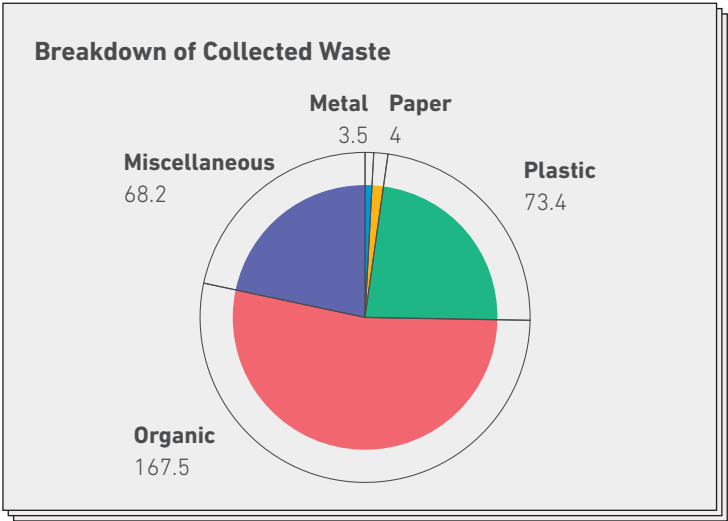
Habitat Conservations on OOH Panels

Big Tree ran its conservation campaign titled ‘Ilustrasi Haiwan Malaysia’ during November and December 2020. Featuring a series of vibrant animals unique to Malaysia, the images were displayed around the vicinity of Petronas Twin Towers. Ilustrasi Haiwan Malaysia livened up the city and raised awareness of 12 different animals including the Malayan Tiger, Pygmy Elephant, Malayan Tapir, Lesser Mouse-Deer, Proboscis Monkey and Malayan Peacock-Pheasant.

QR codes were embedded into the visuals of each animal to relay facts on descriptions such as the specific animal’s population, conservation status and habitat. Big Tree hoped this initiative would help citizens be aware of animals of Malaysian origin and raise their interest in conserving these animals and their habitats.

Off The Air and Into The River

On 17 January 2020, Hot FM joined EcoKnights on its first River of Life (ROL) programme which is a log boom clean-up at Sungai Gombak near the Sri Terengganu Public Housing. Three Hot FM DJs helped collect waste from the river to a designated sorting area to ease future recycling processes. The team collected a total of 316.6 kg of waste from the river. The event was translated into digital content and garnered 104,807 video views.

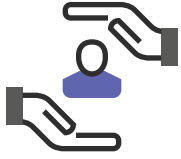


Encouraging Environmental Conservation Through Public Service Announcements

Media Prima’s radio stations under RIPPLE aired Public Service Awareness (PSA) in three languages to raise listeners’ awareness of various environmental awareness and conservation. The PSAs reached out to 5.3 million listeners each week.

Topics Covered During PSAs

Station	Topics	Total Number of Spots
Fly FM	<div><div>• Ways to protect the planet</div><div>• Food wastage</div><div>• Easy steps to go green</div><div>• Reducing your carbon footprint</div><div>• Noise pollution</div><div>• Carpooling</div></div>	971
One FM	<div><div>• Reducing one-time consumerism</div><div>• Reducing throwaway consumerism</div><div>• The environment</div><div>• Tips to protect the environment</div><div>• Protecting wildlife animal</div></div>	1,016
Hot FM	<div><div>• Haziq buang sisa makanan</div><div>• Elak pembakaran terbuka</div></div>	471
Kool FM	<div><div>• Hargai alam sekitar</div><div>• Musim kemarau</div><div>• Akibat buang sampah</div><div>• Rea botol air plastik</div></div>	775



OUR PEOPLE



NST celebrated its 175th anniversary in 2020.

Media Prima offers an excellent working environment to inspire the next generation of leaders. Media Prima is also an employer of choice for valuing its people. With the most comprehensive media platforms creating and delivering brilliant content and services, the work culture is collaborative, innovative, and defined by a high level of trust.

Our People

In 2020, Media Prima was named as:

- ① One of Malaysia's Top 100 Leading Graduate Employers
- ② The first runner up at Malaysia's Top 100 Leading Graduate Employers for the Most Popular Graduate Recruiters of 2020 in the category of Media and Entertainment.

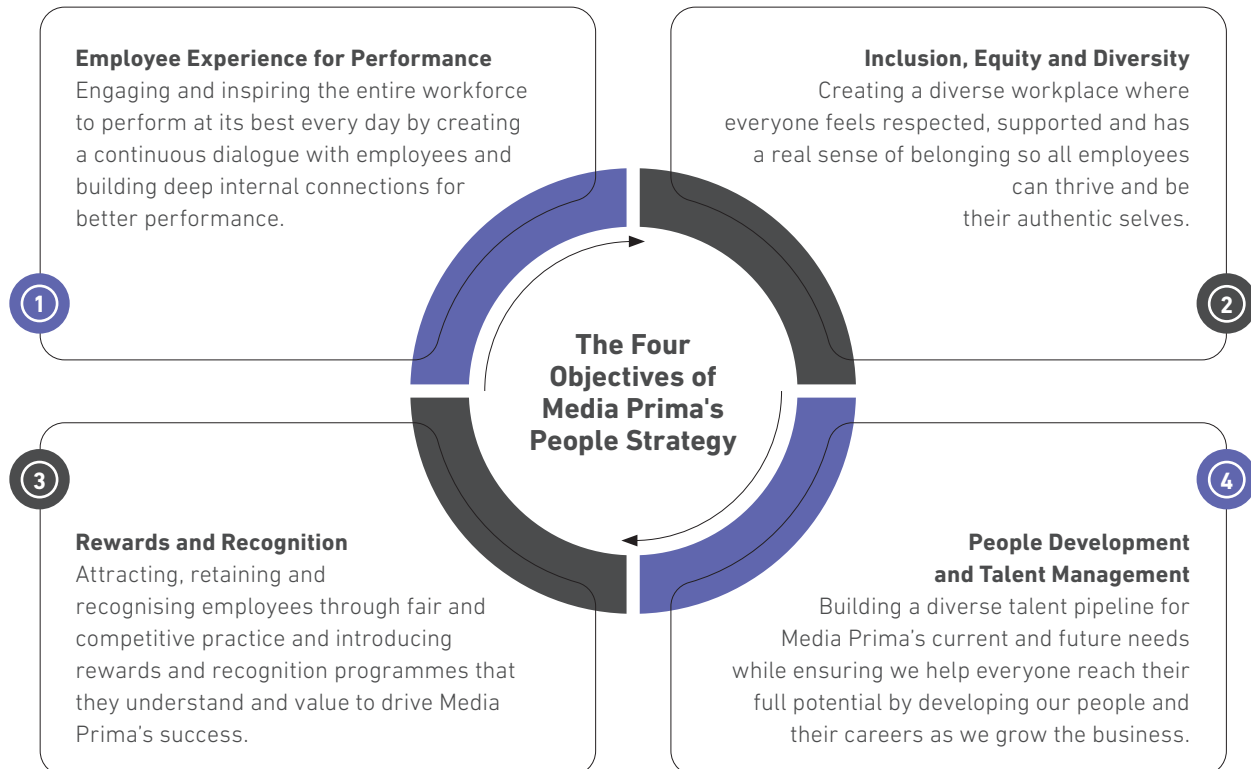
Covid-19 has permanently changed the workplace, workforce and nature of work itself. As an agile organisation, we continually reshape and reorganise our workforce to incorporate the necessary changes in business and skills.

Employees must adapt to new working operations. Monitoring productivity must be balanced against managing insecurities, uncertainties and external threats. Colleagues are reminded of what is expected from them



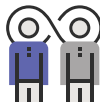
but more importantly, also the kind of support that is available to them at all times.

MEDIA PRIMA PEOPLE STRATEGY

Our approach is geared towards retaining the right mix of intellectual capital and cultural fit to propel the organisation through these challenging times. Media Prima's People Strategy also continues to protect the business to ensure its success. Our People Strategy has four objectives.



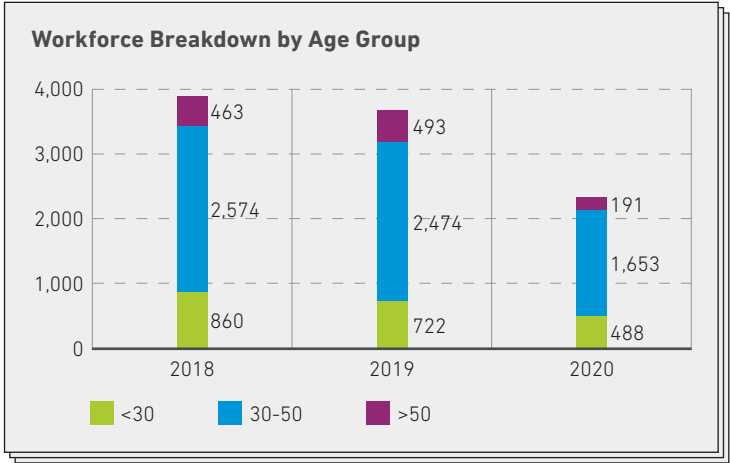
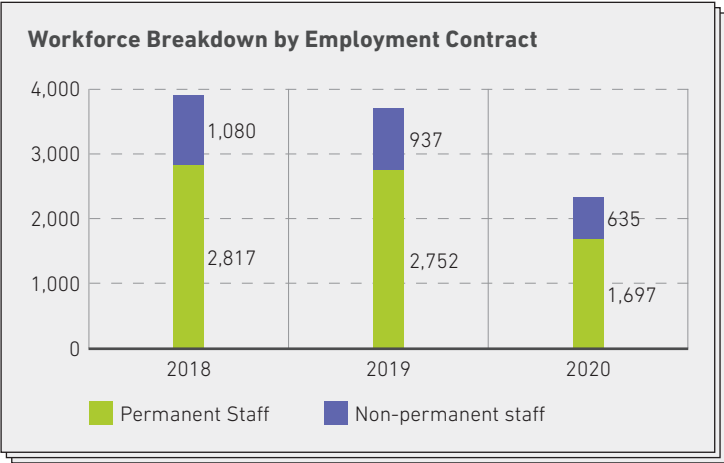
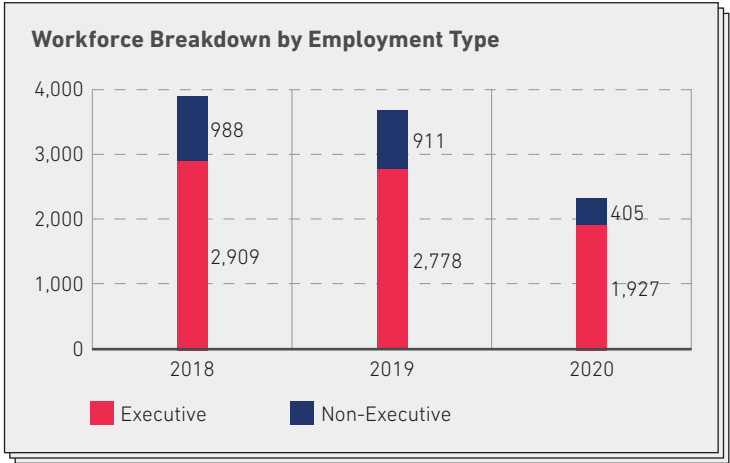
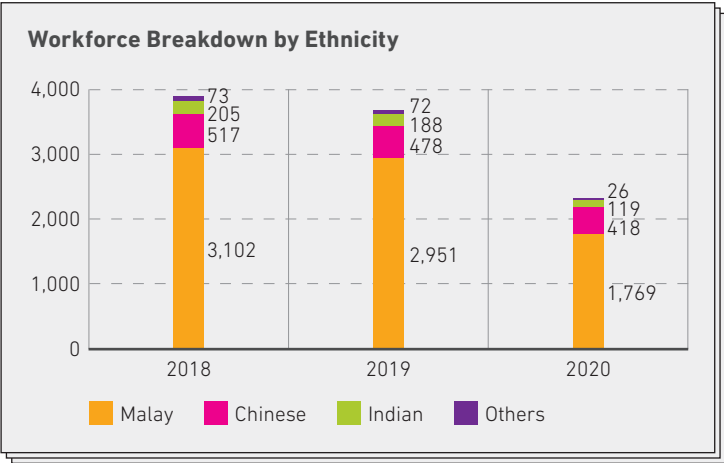
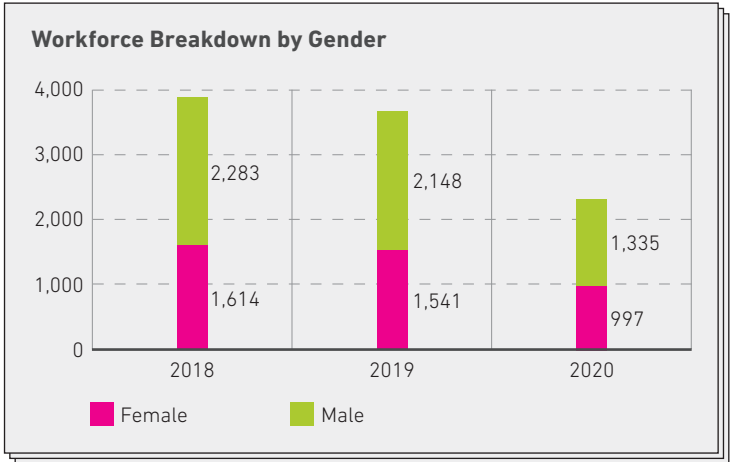
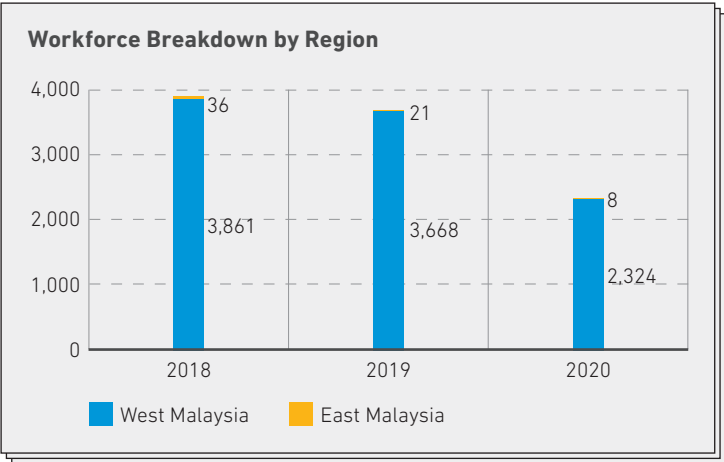
Media Prima People Strategy

HR Pillars		
 Re-shaping Workforce Excellence	 Building Talent Capabilities	 Enriching Employee Engagement
What does it mean?		
Planning a strategic organisation and workforce that makes a significant contribution to business performance and meets the organisation's new challenges.	Nurturing a competent workforce and accelerating it to future jobs by developing the leadership, functional and organisational competencies and core values via a new mode of learning.	Promoting effective communication and fostering stronger relationships between the management and employees.

INCLUSION, EQUITY AND DIVERSITY

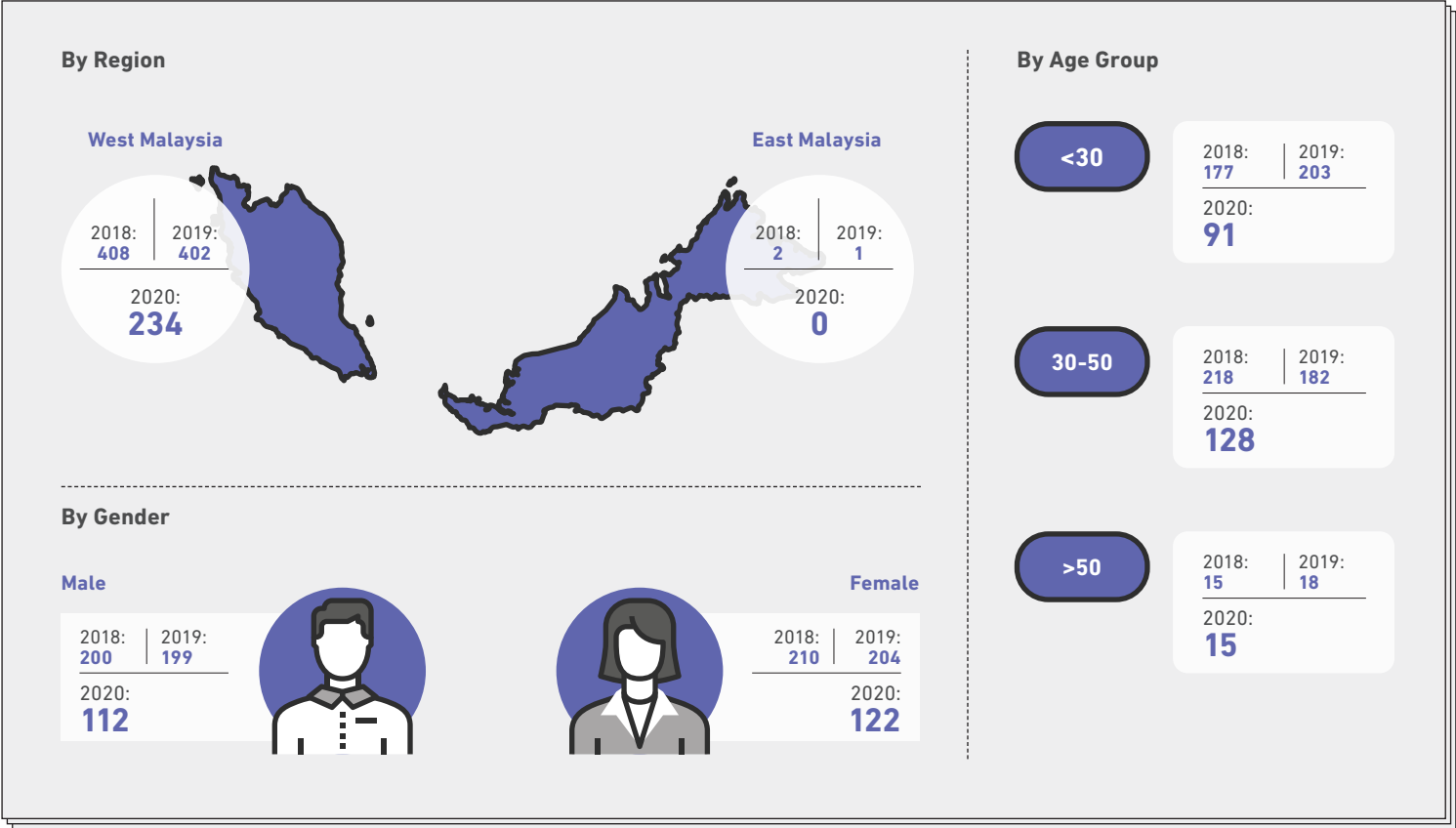
All forms of discrimination are clearly prohibited in our Code of Conduct and Business Ethics. We recruit, hire, develop, promote and provide other conditions of employment without regard for race, colour, religion, national origin, gender, sexual orientation, marital status, age, disability or any other category protected by law. Employees' disabilities or religious beliefs and practices are accommodated whenever practical.

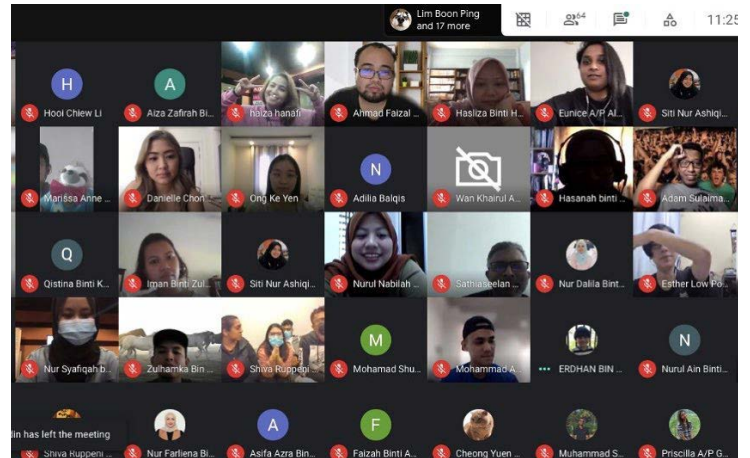
We are committed to providing a safe, secure and productive workplace culture and environment. We do not condone any act of harassment, bullying or intimidation.



Our People

TURNOVER STATISTICS





[The RIPPLE team meeting virtually during the Movement Control Order.](#)

LOCAL HIRING

Local hiring is a win-win arrangement and typically targets recruitment and job training programmes.

Hiring is mainly sourced from our internal career portal, careers@mediaprima.com.my, and job portals such as LinkedIn, Wobb and Jobstreet. Media Prima also leveraged social media channels such as Instagram and Facebook to advertise available job vacancies.

Over the years, we have collaborated with renowned universities and colleges and accepted many internships. Campus recruitment is a great way to recruit potential and talented graduates. We offer them internship programmes and invite them for an industry tour to learn about the company structure and functions.

EMPLOYEE CULTURE: ENSURING INCLUSIVENESS AND EQUITY

Employee engagement goes beyond activities, games and events; it strives to drive business performance. Engaged employees evaluate the company as a whole and understand their purpose along with where and how they contributed to business success. This results in better decision-making. Engaged employees are a key differentiator when it comes to growth and innovation.

Our People

Digital transformation is as urgent as today's talents are digital natives who demand a collaborative, flexible, energetic, purposeful and inclusive workplace. With this rising expectation, it is important that we evolve to become a more value-driven, employee-centric organisation.

Our unique engagement programmes ran as scheduled before the Movement Control Order was introduced. Various programmes were conducted to help employees pursue their interests and hobbies, connect to volunteering and giving opportunities and enjoy unique recreational experiences which support their lives inside and outside work.

Examples of Media Prima's Unique Engagement Programmes



Farmers Market

Agriculture products are sold at a mobile market in Balai Berita Bangsar and Sri Pentas each month.



Food Truck

Discounted by 10%, the 'Meals on Wheels' Programme supplies employees with a variety of food. Food truck vendors are invited to our office every Wednesday at Balai Berita Bangsar and Thursday at Sri Pentas, between 10.30 am and 2.30 pm.



Employee Wellness Programme

Subsidised Leanbodies Fitness classes encourage cross department activities that foster interdepartmental relationships.



Weekly Industry Insights

This knowledge sharing platform introduces creative industry ideas and insights. Articles relevant to the radio, digital and industrial areas are shared among the team.

Media Prima's Top Management provides excellent employee experience and prioritises their welfare. We organised several employee engagement initiatives such as Company Townhalls, during which we updated employees on the latest achievements.

The Employee Communication Platform was also held via Talk2GMD. This two-way communication channel encouraged employees to share their feedback and ideas directly with top management. Top management also takes part in sports and recreational activities with employees. However, many of these activities were postponed in 2020 due to Covid-19.

Supporting Employees During The Covid-19 Crisis

The Covid-19 pandemic forced millions of Malaysian employees to work from home. Although this saves lives by limiting the transmission of Covid-19, it also significantly affects employees' well-being. During this pandemic, we employed a plethora of virtual engagement activities to boost morale.



1

Online engagement practices

2

Virtual learning and development

3

Webinars with industry experts

4

Online weekly meetup sessions

5

Team meet-ups over video conferencing

6

Virtual challenges

7

Online courses

8

Appreciation sessions

9

Communication exercises

10

Live training and counselling sessions

11

e-Learning



Media Prima held its first virtual Annual General Meeting in 2020.

Live Well Work Well

Our weekly Live Well Work Well e-newsletter provides employees with resources that support their mental and psychological wellbeing during the Movement Control Order (MCO). The newsletters address five topics of discussion.

Health

A tool to check one's physical and mental health

Healthy eating

Quick healthy recipes and takeaway suggestions

Fitness and beauty

Tips for maintaining inner and outer beauty

Retail therapy

Good deals on essential purchases

Laughter is the best medicine

Sharing of funny videos: there is nothing like a full-belly laugh!



Restrictions were lifted in stages and essential businesses were allowed to operate under strict Standard Operating Procedures (SOPs) during the Conditional Movement Control Order (CMCO) and Recovery Movement Control Order (RMCO). We boosted our engagement with employees to ease their insecurity.

Employees grappled with the unknown as the pandemic intensified and businesses were disrupted. We were transparent and honest with the team about the facts on the ground but were not in possession of perfect information. Frequent communication became more important than ever as uncertainty triggers fear. Employees were concerned about the impact the pandemic would have on the Group, their jobs and future. Our responsibility was to relay a sense of possibility and hope.

We held a Townhall session at Balai Berita Bangsar and Sri Pentas on 11 August 2020 to brief employees on Media Prima's achievements and future business plan. Each business platform also held townhall sessions with their respective top management to discuss the impact Covid-19 has on the business, business plan and cost rationalisation. These townhalls were held via various communication channels including:

- Face-to-face (with GMD and CEOs)
- Google Meet
- Internal Broadcast System (IBS)
- Google Live streaming
- Questions and Answers via Slido

We also introduced a communication channel that grants any employee direct access to the top management. The two-way Talk2GMD communication channel encourages employees to share their concerns directly with the top management. Employees may be invited to a one-to-one session with the Group Managing Director over tea should the need arise.



Media Prima employees continued to work together via Google Meet during the Movement Control Order.

Our People

TRAINING AND DEVELOPMENT

Evolution is key during these challenging times. The pandemic caused a sudden, radical change to corporate training with a shift from learning in a traditional setting to electronic online formats. The learning landscape has changed in ways that will foster teaching new skills to employees, wherever they may be. Employees also adopted self-paced learning using carefully prepared curated learning modules which are aligned to our Learning and Development strategy.



Our greatest challenge was helping employees navigate through today's evolving business landscape.

Media Prima Training Performance

Training Indicator	2018	2019	2020
Total number of courses	527	407	254
Total training man-days in 2020	7,583	7,327	4,728
Total investment in training and development	RM1,975,796.32	RM2,795,113.53	RM695,833.02
Total training hours per year per employee	16	17	16



Online and virtual learning via quizzes, discussions, case studies and sharing sessions to improve understanding and effectiveness of learning were carried out during the pandemic. Publishing monthly Shots-of-Strategy learning newsletters also shared quick learning bites for leaders with limited time to attend online learning.

Media Prima also took the opportunity to focus on enhancing its learning and development efforts while urging employees to develop new skills sets. In 2020, we examined our entire learning and development plans and developed skills training, which helps close workforce knowledge gaps and achieve a multi-skilled workforce.

Omnia launched a product training programme series that was designed exclusively by its SMEs for the sales team. The training programme aimed to ensure that members of the sales team are updated on all of Media Prima's products and services. Due to the Movement Control Order (MCO), training sessions could only be delivered through Google Meet. Documentation, slides, promotional materials and other materials were stored and shared on Google Drive as handouts and references to the participants. To measure the level of understanding of the sales team, quizzes were done using Google Forms.



Recreates the best of face-to-face learning through live video and social sharing

Scales learning efforts in a more cost effective way

Accelerates the adoption of fully digitised approaches

Permits greater personalisation for employees via self-learning



Media Prima also organised training programmes on various relevant topics in collaboration with industry experts and other organisations.

Outplacement Training

The outplacement programme was a key responsibility that was carried out following the manpower restructuring exercise in the first half of 2020. Employees who were affected by the manpower rationalisation exercises were offered support to handle their transition to post-employment and reposition themselves in the job market.

Media Prima's Career Transition Centre designed the 15-day outplacement modules in three main tracks namely self-management, career management and entrepreneurship.

HEALTH AND SAFETY

We are committed to providing a safe and healthy working environment for all employees, contractors and business partners. We maintain a management system and several related procedures that recognise various health and safety codes, regulations, acts and standards.

Media Prima's Occupational Safety and Health Committee comprises a chairman, a secretary and both management and employee representatives.

We have developed an HSE monitoring and measurement matrix for each business function to implement a corrective and preventative procedure for dealing with actual and potential nonconformity.

Stronger emphasis on safety excellence solidified HSE leadership across all levels. Media Prima works closely with the Department of Occupational Safety and Health (DOSH) to promote safety and health among employees in the media and communication industry.

On 29 September 2020, Media Prima and other telecommunications players participated in the end *Program Bengkel Sebaran HIRARC Sektor Komunikasi Tahun 2020* held by Department of Occupational Safety and Health (DOSH) Malaysia, to share insights on safety issues and performance within the media and telecommunication industries.

Construction Site Safety

Construction works often include many hazardous tasks and conditions such as working at height, noise, dust, power tools and equipment. We always practise the correct health and safety procedures for site contractors such as at printing plants and Big Tree sites.

Our formalised Contractor Safety Procedure is the first document to be distributed to contractors before work commences. Big Tree has ensured all employees, suppliers and contractors working in the construction and installation of OOH panels received the Expressway Operation Safety Passport (EOSP) from the National Institute of Occupational Safety and Health (NIOSH) as well as have the Green Card Training by CIDB in good standing.

100% of employees, contractors and suppliers who work directly in the installation and construction of OOH panels have the:

Expressway Operation Safety Passport (EOSP)

Green Card Training by CIDB in good standing



Media Prima Safety Performance

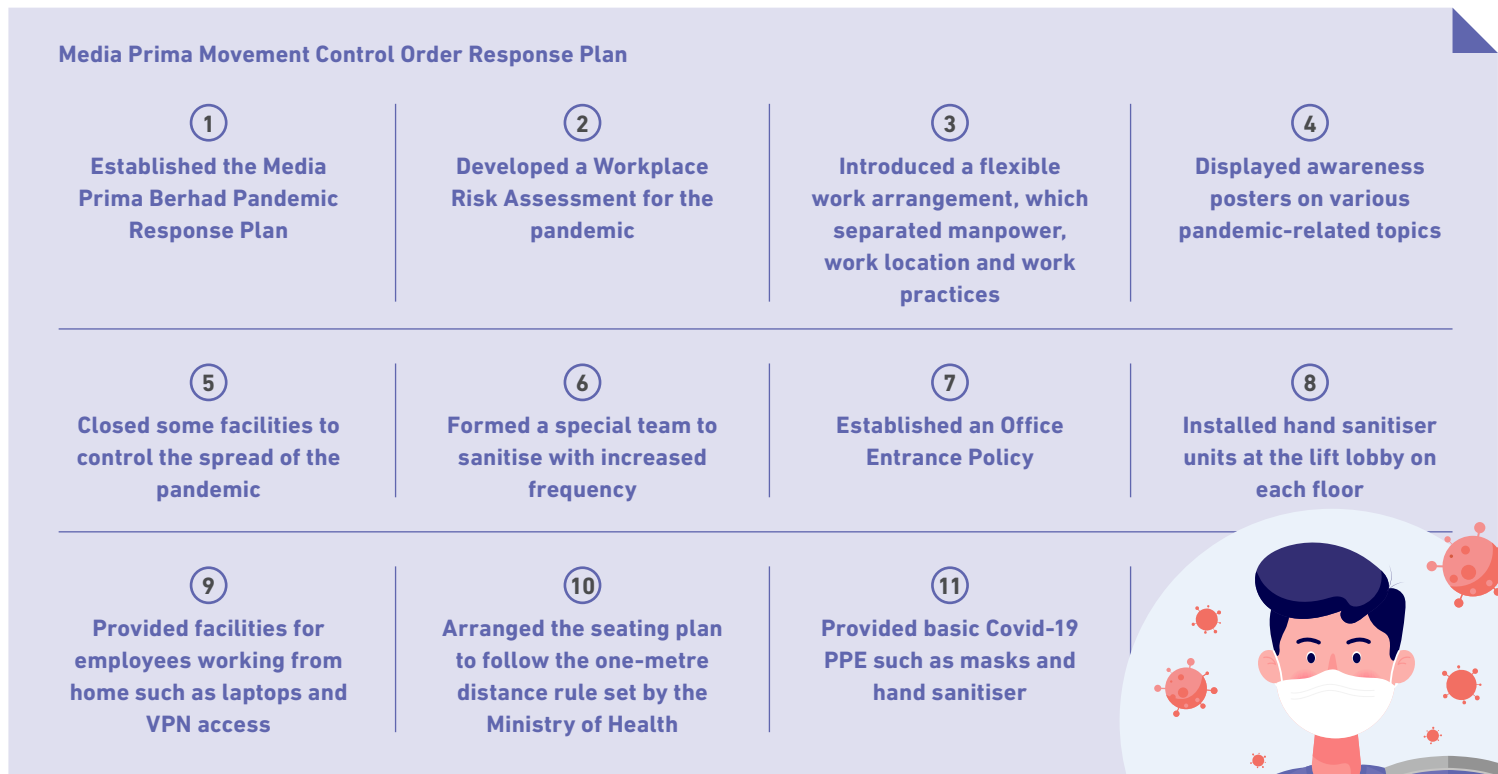
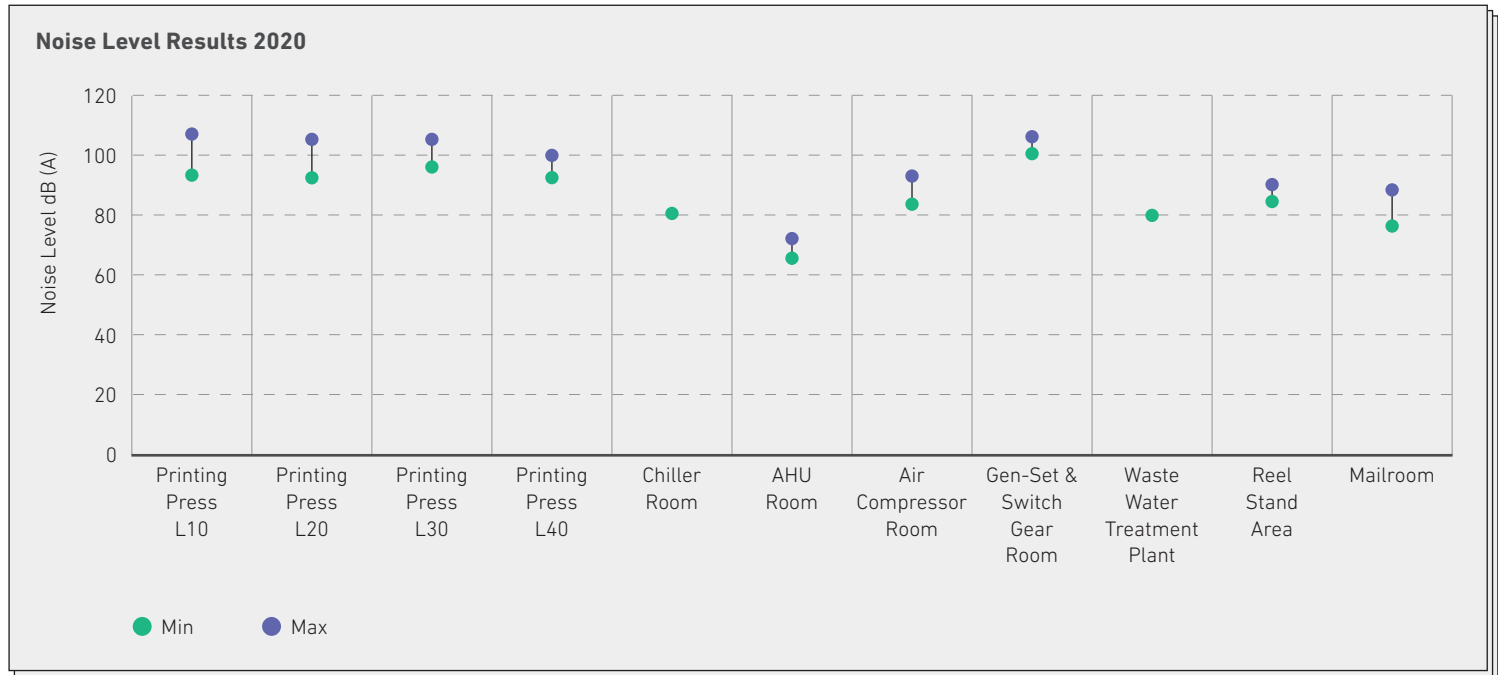
Indicator	2018	2019	2020
Injury rate for total workforce	1.5	0.9	0.8
Occupational diseases rate for total workforce	0	0	0
Lost day for total workforce	348	76	75
Absolute number of fatalities for total workforce	0	0	0

Noise Monitoring

Exposure to high levels of noise is common in the printing industry and can cause temporary or permanent hearing loss depending on the nature and duration of the noise. Noise-induced hearing loss is preventable by eliminating or reducing noise at the source, along its path or blocking it from the worker's ears.

NSTP monitors the noise at all printing plants to ensure levels are within the guidelines. The minimum and maximum noise level results are presented in the chart below. In 2020, all noise levels were within the stipulated guidelines.

Our People



UNIONS AND JOINT-REPRESENTATION

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 right to freedom of association is proclaimed in the Universal Declaration of Human Rights and our workers are free to form workers' organisations. Those workers who do not wish to join such organisations also have their rights protected and may not be coerced into doing so against their will.



In 2020, 631 employees, or 27.06% of the total workforce, belonged to a union of their choice.

Union Groups Representing Employees' Interests

National Union of Journalists (NUJ)

Represents 33.25% of NSTP

National Union of Newspaper Workers (NUNW)

Represents 33.74% of NSTP

Kesatuan Sekerja Kakitangan Sistem Televisyen Malaysia Berhad (KSKSTMB)

Represents 16.43% of Sistem Televisyen Malaysia Berhad

Kesatuan Sekerja Eksekutif Kakitangan Sistem Televisyen Malaysia Berhad (KSESTMB)

Represents 48.04% of Sistem Televisyen Malaysia Berhad

The unions are also represented on the Occupational Safety and Health Committee to ensure employees' safety at work is prioritised at all times. We also cooperate with the unions on any employment issues that may arise and respect them as the principal bodies for negotiating various matters on behalf of their members.

Areas and Issues Covered in Collective Bargaining Agreements

Main Areas Covered in Collective Bargaining Agreements

- General provision
- Employer-union relationship
- Provisions and employment Terms

Examples of Issues the Unions Negotiate on Behalf of Their Members

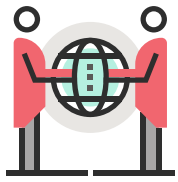
- Terms and conditions of service
- Clarifying the rights and responsibilities of Media Prima, its employees, the union and its membership
- Facilitating negotiations in the event of misunderstandings or grievances



Holding regular discussions with employees and union representatives creates an opportunity to raise matters of mutual concern and interest. Typically, the terms and conditions of employment are addressed such as wages, working hours, conditions, grievance procedures and the rights and responsibilities of each party.

FUTURE STRATEGY

We will continue to champion excellence in human resource practices and promote initiatives to improve workforce strength, based on the principles of diversity, non-discrimination and fair opportunity. These practices bring a variety of complementary skills, experiences and perspectives, which will enhance our capacity to create value.



SOCIETY



Thanks to GlaxoSmithKline Pharmaceutical Sdn Bhd and GlaxoSmithKline Consumer Healthcare Sdn Bhd, RM325,000 worth of PPE were donated to 14 General Hospitals in Malaysia.

Our businesses influence millions of people every day through our broadcasting channels, streaming platforms, print, radio networks and esports tournaments. We engage with audiences of all ages through an assortment of platforms and interactive spaces. Ultimately, we use our reach and competence to give back to the communities we interact with and contribute to wider society. We are committed to using all our media platforms to help society and actively contribute to its progress.

MEDIA PRIMA – NSTP HUMANITARIAN FUND

The Media Prima-NSTP Humanitarian Fund (“MPNHF”) continues to thrive because of the generosity of all our donors who share the same humanitarian vision of what it means to be a responsible community.

Formerly known as the Malay Mail Charity, MPNHF has been in existence since 1991. The fund continues to offer financial aid to those who are unable to afford treatment for heart problems, leukaemia, congenital heart disease, osteogenesis Imperfecta (bone disease), cancer or the fitting of prosthetic limbs.

Our role is to highlight and raise awareness of the various humanitarian plights through our integrated media platforms, namely digital, newspaper, television, radio and out-of-home. All administrative costs of running the fund are borne by Media Prima. Working closely with hospitals, MPNHF identifies deserving cases and pays their treatment fees directly.

Total donations amounting to RM5.0 million were collected throughout 2020, of which RM3.4 million has been disbursed.

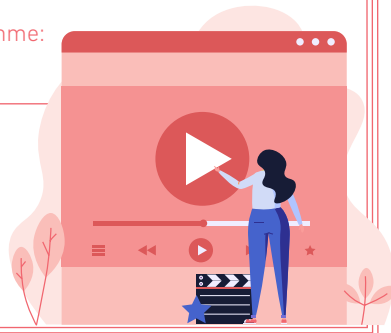
TABUNG TV3 BERSAMAMU

Since its inception in 2005, the TV3 Bersamamu Fund has attracted public participation and contributions through the popular television programme Bersamamu and related on-the-ground activities. Today, the TV3 Bersamamu Fund is within the ambit of the MPNHF as it continues to help those in need.

Viewing Bersamamu

Bersamamu television programme:
TV3 on Sundays at 6.30 pm

The TV3Malaysia Official
YouTube Channel:
<https://www.youtube.com/c/tv3malaysia/bersamamu>



▲ [Donations to the Bantuan Kemanusiaan Covid-19 fundraising campaign facilitated the distribution of essential medical equipment, food, goods and personal protective equipment \(PPE\) worth approximately RM1.4 million to 20 hospitals.](#)

In 2020, 40 families were featured on the television programme and 12 families in capsules on TV3Malaysia Official YouTube Channel. The total reach increased due to active social media engagement on the TV3 Bersamamu official Facebook page.

BANTUAN KEMANUSIAAN COVID-19

The global Covid-19 pandemic has had a staggering impact on our daily lives. We stood firm and remain committed to playing our part in supporting efforts by the Malaysian Government throughout this pandemic.

Initiated by the Media Prima – NSTP Humanitarian Fund, the Bantuan Kemanusiaan Covid-19 campaign was launched on 23 March 2020. It appeals to the public for donations to help medical, surgical and clinical teams, especially those in government hospitals, to break the infection chain of the deadly virus. The fund has so far facilitated the distribution of essential medical equipment, food, goods and personal protective equipment (PPE) worth approximately RM1.4 million to 20 hospitals including the Kuala Lumpur Hospital; Sungai Buloh Hospital; Tuanku Fauziah Hospital in Kangar, Perlis; and Sultan Aminah Hospital in Johor Baru.

A total of RM1,987,322.24 was collected as of 31 December 2020 of which RM1,807,850.00 has been disbursed.

Society

TABUNG BENCANA NSTP – MEDIA PRIMA

Tabung Bencana NSTP-Media Prima was launched on 1 October 2009 to help victims of major catastrophes, both natural and man-made. Tabung Bencana NSTP – Media Prima was first established in response to a huge earthquake that occurred in Padang, Sumatra. It was formed to enable the general public to channel their contributions to the victims.

Efforts to improve the lives of these victims include providing medical assistance and rebuilding schools, libraries, playgrounds and other educational infrastructure. The total contributions collected during the year was RM104,571. A portion of the fund was used to purchase 700 hygiene kits (each worth RM150) for Jabatan Kebajikan Masyarakat (“JKM”) Negeri Terengganu for their flood relief assistance in Terengganu.

BACK TO SCHOOL

Media Prima has adopted Sekolah Kebangsaan Cherating (SK Cherating) in Pahang since 2012. Officially opened in 1952, SK Cherating has almost 800 pupils. Typically, their parents work in local hotels or run small businesses selling local products with an average monthly household income of RM1,000.

As part of the Back-to-School programme in 2020, Media Prima helped 25 children from underprivileged families by giving RM150 each to purchase school necessities such as uniform, shoes and stationery.

EJEN ALI SPECIAL SCREENING

Media Prima hosted a special screening of Ejen Ali the Movie with 50 youngsters with disabilities from Taman Sinar Harapan Cheras on 11 January 2020 at mmCineplexes, E-Curve Damansara. The show was also attended by the then Deputy Prime Minister, Datuk Seri Dr. Wan Azizah Wan Ismail.

Ejen Ali the Movie had been screened successfully in Singapore, Brunei and Indonesia. The movie tells the story of 12-year-old Ali, who was recruited as an agent at Meta Advance Tactical Agency. It highlights social issues with crucial messages and life lessons, including never give up no matter how bad life seems today.



For many of them, this was probably their first time having the chance to go out with their friends. The boys and girls, aged between 14 and 25, have different levels of disability. They were assisted by 10 caretakers from the home. Fifteen Briged Sukarelawan Media Prima-NSTP volunteers were also present to ensure a fun outing for these children.

#KITA JAGAKITA

On 16 September 2020, Primeworks Studios and WAU Animation collaborated on the #KitaJagaKita campaign for fans of Malaysia's #1 animated series, EJEN ALI. Celebrating Malaysia Day, the #KitaJagaKita campaign was a call-to-action to support the nation's heroic efforts in combating the Covid-19 pandemic.



1. [As part of the Back-to-School programme in 2020, Media Prima helped 25 children from underprivileged families by giving RM150 each to purchase school necessities such as uniform, shoes and stationery.](#)

2. [YAB Tan Sri Dato' Haji Muhyiddin Haji Mohd Yassin at the launch of KLIK - NSTP's latest news archiving portal and service offering Malaysia's oldest and most comprehensive collection of images and news articles since 1845.](#)

“We are truly proud that the whole nation has been using the phrase **#KitaJagaKita**. Initially conceived by Altimet and Malik Abdullah as an anthem to rally up the fighting spirit in EJEN ALI The Movie, we're happy to hear the words **#KitaJagaKita** echoed by Malaysians. Now that the nation is moving towards the recovery stage of the pandemic, we hope the **#KitaJagaKita** spirit will continue to encourage our beloved Malaysians to send their love and support towards our homegrown products in an effort to improve the nation's economic situation.”

**Former Chief Executive Officer of Primeworks Studios,
Datuk Ahmad Izham Omar**

The pandemic caused many families to be homebound. EJEN ALI took the opportunity to invite the public to spend quality time with their families. Introducing the EJEN ALI Misi: Bootcamp in 2020, we worked with Syarikat Permainan Malaysia (SPM) on launching three board games: 'Squad Race', 'Ejen Vs Droids' and 'Gadget Assembly'. We also introduced the EJEN ALI Misi: Alliance that allowed collectors to build their personalised decks and battle with one another. We also launched the latest limited edition comic book, EJEN ALI: Side Mission. All merchandise was made available across major e-commerce platforms online, book stores and convenience stores.

To encourage everyone to stay home during the holiday season, EJEN ALI recruited Ejens on a mission to stay safe at home via a MISI: JUANG Mission Kit. Fifteen local personalities were identified for this mission, with unboxing sessions scheduled across selected TV programmes.

We are proud to announce the first-ever EJEN ALI short film, MISI: JUANG which is now available on the EJEN ALI official YouTube channel.

STAYING CLOSE WITH OUR STAKEHOLDERS WITH VIRTUAL KARNIVAL JOM HEBOH DI RUMAH

For the first time ever, Media Prima Television Network held its Karnival Jom Heboh on an online platform. In keeping with standard operating procedures amidst the Covid-19 pandemic, the Karnival Jom Heboh Di Rumah featured something for everyone without requiring people to leave the comfort of their homes. This new platform will continue to take the "Karnival Jom Heboh" name to greater heights.

The event featured a line-up of performances and appearances from Wany Hasrita, Hael Husaini, Naim Daniel, Haqiem Rusli, Nabila Razali, Nazim Othman, Amelia Henderson, Riena Diana and Dayang Nurfaizah.

The public was invited to register at its website prior to joining the event. Just like the physical Karnival Jom Heboh, there were many exciting prizes up for grabs including a Proton X70, an annual supply of TeaLive cash vouchers as well as other prizes from McDonald's Malaysia and WOWSHOP, which involves a WOW CASH BACK prize worth RM10,000.

To ensure that people had a complete carnival-attending experience, this event was organised in collaboration with McDonald's to offer special combos, family sets and other menu item offers, via the McDelivery service.

TRAVERSING 175

On 7 August 2020, The New Straits Times Press (M) Berhad (NSTP) celebrated its English newspaper title New Straits Times (NST) being in publication for the 175th year. NSTP organised an exclusive photo exhibition on the day, chronicling its involvement in the country's nation-building since 1845. The exhibition was free and open to the public.

Themed "Traversing 175", the photo exhibition highlighted Malaysia's achievements since the early 19th century. It featured a collection of over 400 rare and nostalgic images as well as front cover editions of its newspaper titles on key dates throughout the country's history. Visitors were taken through history, watching the struggles of past leaders in seeking independence, filling the country's needs after independence, as well as the accomplishments and progress achieved by the country and its people today.

The Traversing 175 exhibition was held to mark these important events in the nation's history. We are proud of being the oldest and most comprehensive newspaper archive in the country with a unique collection of news articles and photographs of NSTP publications stretching back to 1845. The NST photos and articles collection on display is testimony that NSTP will always be by the side of every Malaysian. Providing the best coverage and reporting, the news and images are now part of us and permanently etched in the annals of our nation's history.

A one-stop knowledge hub with over 50 million archives was launched and is accessible to the public at www.klik.com.my.



Society



DO YOUR PART, CARE FOR YOUR HEART

Media Prima and NSTP undertook a two-day medical outreach programme themed 'Sayangi Jantung Anda' (Love your heart) at two rural communities in Terengganu. Held on 14 and 15 February 2020, the two-day programme was jointly organised by the National Heart Institute and Briged Sukarelawan Media Prima – NSTP.

The programme provided free basic medical check-ups to the rural community. The examinations were conducted by IJN doctors with heart specialists also performing free consultations. Those with suspected heart problems were advised to undergo further screening such as an electro-cardiogram and echo-cardiogram, followed by a free consultation by IJN heart specialists.

IJN also issued referral letters for patients to undergo follow up examinations at nearby hospitals. Complimentary basic medicine for adults and children were also given. A total of 850 villagers in Kuah and Langkawi benefited from this programme.

Sixty-five volunteers from IJN and Briged Sukarelawan Media Prima-NSTP took part in the programme and helped in a *gotong-royong* to clean the beach of Pulau Beras Basah. Tun Dr Mahathir Mohamad and his wife Tun Dr Siti Hasmah

Mohamad Ali were among 500 people who attended the event. Former sports minister, Media Prima's Chairman, Datuk Syed Hussian Aljunid and IJN's Chief Executive Officer Datuk Ai Aizan Abdul Rahim were also present.

The programme serves as a platform for our volunteers to gain knowledge and experience in extending voluntary health services. It also enhances the Group's image as a caring corporate citizen that places corporate social responsibility as one of our main commitments to the communities we operate in.

BANTUAN METRO PRIHATIN

Bantuan Metro Prihatin is a dedicated fund introduced by Harian Metro and administered by the Board of Trustees of Media Prima - NSTP Humanitarian Fund. The relief aid was launched by our former Deputy Prime Minister on 19 November 2019. We aim to provide financial support and aid to those less fortunate including chronically-ill patients requiring funds for treatment. In 2020, we contributed RM80,000 in cash and helped 16 individuals.

During the year, the Bantuan Metro Prihatin Team also visited two recipients of the relief aid. On 6 March 2020, the team visited the family of Noor Sarah Sulaiman Kamisan who is a single mother,



1. [Handover of 700 hygiene kits to Social Welfare Department of Terengganu \(Jabatan Kebajikan Masyarakat\).](#)

2. [Two families appeal for donations through the Media Prima-NSTP Humanitarian Fund to assist with medical treatment for their children.](#)

3. [Harian Metro organised Program Berkhatan Titipan Kasih Harian Metro with KPJ Tawakkal Kuala Lumpur Specialist Hospital.](#)

4. [The Titipan Kasih Harian Metro Ramadan 2020 programme benefited 13 welfare homes in seven identified states.](#)

with three children. On the same day, the team also visited Latipah Mohd Dom and Mohd Daud Ibrahim who are suffering from diabetes, high blood pressure and hernia. Their stories first appeared on Harian Metro in 2019.

COVID-19 THANK YOU BANNER FOR FRONTLINERS

We designed five banners with inspirational words to thank front-liners for their dedication and sacrifices in the battle against Covid-19. We believe that they are already part of history as Malaysian heroes and heroines. These banners were delivered to Sungai Buloh Hospital on 18 April 2020 to show appreciation and boost their morale during these hard times.

TITIPAN KASIH HARIAN METRO RAMADAN

Titipan Kasih Harian Metro Ramadan, an extension of the monthly Titipan Kasih Harian Metro (TKHM), is held during Ramadan. Titipan Kasih Harian Metro Ramadan 2020 benefited 13 welfare homes in seven identified states. The programme touched at least 689 individuals including children,

the disabled, orphans and senior citizens. Each home received RM5,000. We thank the sponsors of THKM Ramadan 2020, which include PLUS and Lebuhraya Pantai Timur 2 Sdn Bhd (LPT2).

SEMARAK RAMADAN BH

Since its introduction in 2009, Semarak Ramadan BH has been held annually. This programme invites members of the public to give back to society during the holy month of Ramadan.

BH also collaborated with McDonald's Malaysia to sponsor food for front liners during the Covid-19 pandemic. On 11 May 2020, we distributed 100 food packs to Kuala Lumpur Hospital.

TITIPAN KASIH KHAS HARIAN METRO

In 2020, Titipan Kasih Harian Metro collaborated with Affin Islamic Bank Berhad. We reached out to 159 recipients from the *asnaf* group affected by the Movement Control Order (MCO) in Sik, Kedah who are selected by Jabatan Kebajikan Masyarakat, Kedah to receive the contributions.

The event was held on 25 July in Sik, Kedah. Each family received two boxes of Kotak Rezeki containing basic groceries worth RM100 and RM300 in cash.

PROGRAM BERKHATAN TITIPAN KASIH HARIAN METRO – KPJ TAWAKKAL

Harian Metro organised Program Berkhatan Titipan Kasih Harian Metro with KPJ Tawakkal Kuala Lumpur Specialist Hospital. Held on 19 December 2020, the event involved 20 children from B40 families and Rumah Kebajikan Kasih Harmoni Kampung Paya Jaras Dalam orphanage home.

BIG TREE CONTINUED ITS SUPPORT FOR SPORTS


Big Tree was one of the main sponsors at the 10th Edition of the Malay College Kuala Kangsar (MCKK) Premier 7s Rugby Tournament. The tournament features 24 teams comprising 21 local premier rugby schools drawn from Malaysia and three foreign teams.

Held from 28 February to 1 March 2020, Big Tree has sponsored MCKK Premier 7s annual rugby tournament since its inception.



Society



 Top Student Season 2 is a TV quiz show produced by 8TV for primary school students.

RIPPLE AS A COMMUNITY RADIO

As an audience-focused radio company, RIPPLE continues to build on its proud tradition of giving back to the broader community by actively engaging and addressing their needs.



#SupportLokal

Spanning one month from 27 April 2020, a campaign by Fly FM, Hot FM and Kool FM supported local businesses by promoting their products on air. Ninety-one businesses out of 264 entries were selected and promoted on-air and on the stations' social media platforms.



Hot Quick Cut

Hot FM treated 30 lucky listeners in the Klang Valley to free haircuts once the Government allowed hair salons and barbershops to operate after the first Movement Control Order (MCO) was lifted.



Public Service Announcements (PSAs)

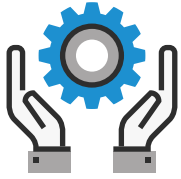
A number of PSAs were produced in 2020 and played 141,239 times throughout the year and reached out to 5.3 million listeners. Safety, health, crime, environment and fake news were some of the main pillars.

DIDIKTV@NTV7

MPB collaborated with the Ministry of Education to broadcast DidikTV@ntv7. Aired on ntv7 from 23 November to 31 December 2020, this new educational television programme helped students learn during the Conditional Movement Control Order (CMCO). The programme also benefited teachers and parents by enhancing the effectiveness of the teaching and learning (PdP) process in today's challenging environment. DidikTV@ntv7 was broadcast for 15 hours a week, three hours per day (9:00 AM-12:00 PM) from Monday to Friday.

TOP STUDENT SEASON 2

Top Student Season 2 is a TV quiz show produced by 8TV for primary school students aged 11 and 12 years old. The programme showcased competitions to Standard 5 and 6 students from public Chinese elementary schools. The competition covered various topics including literary culture, languages, geography and history, science and mathematics. Top Student Season 2 also required students to speak fluently in public in three languages: Mandarin, English and Bahasa Malaysia. Top Student Season 2 ran for two months from 20 December 2020 and garnered more than 500,000 viewers.



OPERATING RESPONSIBLY



[Anugerah Bintang Popular Berita Harian 33](#) was hosted virtually, with no audience (as seen in the venue here), to ensure Malaysians stay entertained at home.

As technology evolves and new opportunities arise, Media Prima is committed to delivering stakeholder value by capitalising on consumers' increased demand for e-commerce and digital content .

We adapt to the increasingly challenging and competitive operating environment by executing the business transformation plan that delivers new revenue streams while making structural changes to improve the efficiency of our organisation.

Operating Responsibly

STAYING RELEVANT

Continuously seeking ways to foster connections with local communities is key to staying relevant in the radio industry. Media Prima often implements strategic techniques and engages in new efforts.

The concept that digital disruption eroded traditional media's reach and relevance is one of the greatest misconceptions about technology. Mobile apps and social media have actually expanded the penetration and engagement opportunities, even with traditional media.

Technology provides an opportunity for us to stay connected with our community throughout the day. Digital disruption has

enhanced the connection with both listeners and the community. Our digital radio coverage extends beyond the listeners of our heritage traditional radio.

According to GFK's latest Radio Audience Measurement in 2020, the number of people listening to radio stations through digital channels and television decoders increased significantly to 3.9 million and 3.8 million respectively. In 2020, we achieved over 12 million RIPPLE digital communities in total. Our digital content, which includes articles and videos, collectively earned over 54 million total website page views and more than 1 billion digital video views. Our digital audio content also achieved a total digital listenership of 88 million.

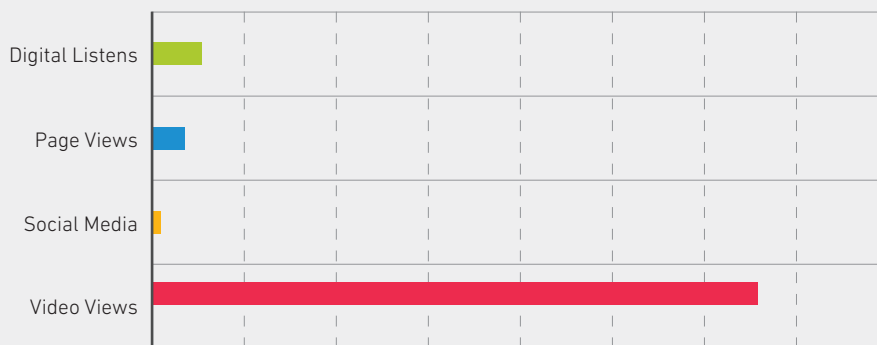
RIPPLE remains relevant by producing great content and innovative solutions. In 2020, we widened our content distribution through partnership agreements with several local and global technology companies such as Joox, Whooshkaa and MYTV.

We conducted an internal study to understand the market and our potential. A gap was discovered in addressing the demand of the Malay market segment aged 25 and above for more current news, information and engagement.

We relaunched Kool FM as a talk radio station that focuses on current, social and community news. We also experienced a shift in new shows and announcers' line-up throughout the year specifically for Fly FM and Kool FM.

RIPPLE's Performance

	2020
Traditional Listenership*	5.3 Mil
Digital Listens**	95,315,647
Page Views***	61,184,693
Social Media****	12,716,179
Video Views****	1,225,107,275



Sources:

* GFK Radio Audience Measurement Survey
 ** Radioactive, Whooshkaa, YouTube
 *** Google Analytics
 **** Platforms Analytics, Sprout Social

Disclaimer

* Based on audience age 10+
 ** 2020 digital listens number covers January 2020 to December 2020
 *** 2020 page views number covers January 2020 to December 2020
 **** Twitter, Facebook, YouTube, Instagram, TikTok, Weibo (Combined)

REACHING BEYOND THE DIAL TO (RE) CONNECT WITH LISTENERS

Radio has a history of adapting to new technologies to spread its signal farther and more efficiently to a larger audience. With the emergence of social media, traditional media outlets such as radio have been by-passed. Audiences favour non-traditional media channels to reach out to each other. RIPPLE has also gone beyond traditional channels by leveraging the digital platforms to distribute our content while reaching the target audience and meeting their demands.



Online streaming

We expanded the method of listening by making our radio stations available on global streaming platforms including YouTube and Joox.



Social media

Leveraged on the latest social media platform, TikTok, as part of the strategy for content distribution, promotions, reaching targeted and new audiences.



Catch-up content

In 2020, we introduced Catch-up content; bite-size audio content for all our radio stations were made available on various platforms including our website and app. In addition, we are partnering with Whooshkaa, a full-service audio-on-demand company to be the audio content distributor to multiple platforms such as Facebook Native Player, Spotify and Google Podcast.



MYTV

All of our radio stations can be listened to on a MYTV decoder starting 28 August 2020 as well as digital streaming and frequency.

Maximum Fun For Fans

- 1 User Generated Content (UGC)**
 New on-air UGC content consists of Fly's Rakyat Take Over, Project Radio 2020 and On Air Di Kool. Our lucky listeners have the opportunity to be an announcer for a one-hour show on weekends.
- 2 Fly FM's Money Heist**
 A total of RM12,000 was given away to lucky listeners who guessed the correct name of the song from the featured artist of the week played on-air. The contest received more than 600,000 video views and more than 500,000 engagements.
- 3 #SKMCO (Sekolah Kebangsaan Movement Control Order)**
 During the MCO period, Fly FM conducted a special IG Live series to teach the audience a new skill daily. The content included 'How to Work Out from Home' and both a 'French lesson' and 'TikTok lesson'.
- 4 Duit Dari Kayangan**
 An on-air campaign by Hot FM offered listeners an opportunity to win at least RM300 from money angel, Kiki Kayangan, by guessing the song title and the singer correctly. This contest achieved over half a million video views.
- 5 One FM CNY 2020**
 One FM announcers joined teams from Sports Toto and AirAsia for an "Infinite Happiness" roadshow. The team met listeners and fans in Johor Bahru, Penang, Melaka and Selangor.
- 6 One GM Money in Your Area**
 This One FM campaign leveraged both traditional and digital platforms. A cash prize of RM300, or snowballed amount, was given to lucky listeners who registered themselves on One FM's website and answered the phone call with One FM's tagline — One FM Most Hit. The campaign received over 160,000 registrations, over 1 million total video views and almost 100,000 total engagements.
- 7 Webinar Kool**
 Kool FM conducted three Webinar Kool episodes via Facebook Live for panel discussions with experts and guests about topical and current issues and concerns. In total, Webinar Kool received almost 2 million reaches and 138,000 video views on digital platforms.

Operating Responsibly

BIG TREE BUILDS A LARGER FOOTPRINT FOR PREMIUM OOH PRESENCE DRIVING ONLINE ACTIVATION

The relevance of OOH remains high at an 80% noticeability rate, is cost-effective and available at multiple touch-points along the audience's daily journeys. Big Tree continued to expand its suite of integrated OOH solution offerings for brands to raise awareness and drive call to action.

Big Tree introduced the CuBig Series @ Times Square in the Kuala Lumpur Golden Triangle for advertisers to offer brand presence amongst corporate professionals, generating influence near to points-of-purchase. The new Digital Tower Series @ SPRINT, a series of 4 towering digital screens, supports multiple impact on the delivery of advertising messages. Big Tree's latest Digital @ Tebrau fortifies brand presence in the key southern market centre, Johor Bahru allowing brands to empower and engage local and international audiences from Singapore.

Big+ bridges out-of-home solutions with online capabilities. Consumers are prompted through out-of-home advertisements and retargeted on their mobile devices, driving immediate call-to-action. When supported by OOH, mobile click-through rates have shown to increase by 15%.

A Larger Footprint for Premium Digital OOH Presence

CuBig Series @ Times Square

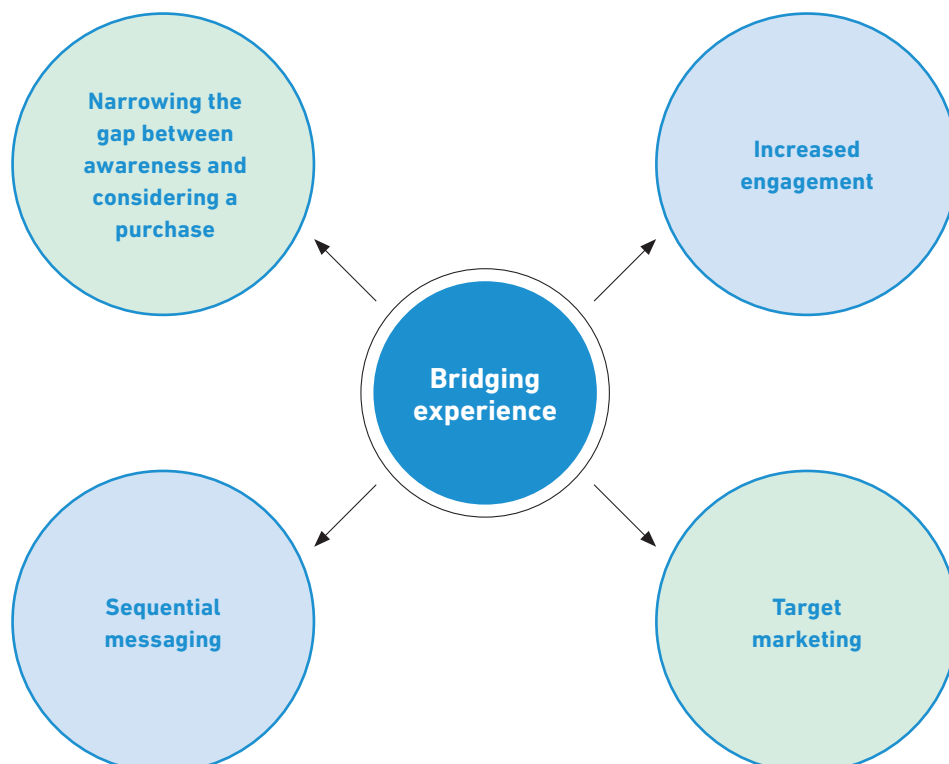
Strategically located along Jalan Imbi, a high-traffic road in the centre of the Kuala Lumpur Golden Triangle that serves audiences from the surrounding retail and business landmarks. This road is connected to other arterial routes namely Jalan Sultan Ismail and Jalan Bukit Bintang.

Digital Tower Series @ SPRINT

Targets affluent audiences driving along the busy SPRINT Highway towards the Kuala Lumpur City Centre from Damansara, Petaling Jaya and TTDI.

Digital @ Tebrau

Tactically located along Jalan Tebrau, which serves as an integral link between Johor Bahru city and the North-South Expressway (NSE), this Digital OOH augments Big Tree's presence within the Southern Region of Peninsular Malaysia.



MEDIA PRIMA ACQUIRED REMAINING STAKE IN HOMESHOPPING BUSINESS

We acquired the remaining stake in our home shopping segment, WOWSHOP. This acquisition made WOWSHOP a wholly-owned subsidiary as part of our strategy to grow this commerce segment. This transformation plan taps into the strong prospects of the home shopping and e-commerce industry.

WOWSHOP has become a successful household commerce brand since it was launched four years ago. Today, we have a strong presence on both broadcast and digital platforms. Our large broadcast reach — over 35% total audience share — has served as one of the key drivers to the success of its home shopping segment. WOWSHOP also leverages the Group's overall mass reach and digital capabilities to target audiences with data-driven content and strategically plan airtime and products.




Since operations began, WOWSHOP's customer base has grown significantly, registering more than

2 million customers

within four years. Today, it produces over 100 live show slots every month and offers 85% locally-sourced products. The company became one of Malaysia's most accessible and popular sources for home shopping content when it launched its e-commerce website and mobile commerce app that to date, has recorded

1.6 million downloads.

TOGETHER WE ARE THE #1 MALAYSIAN DIGITAL MEDIA COMPANY

Media Prima Digital and REV Asia officially unveiled their new name on 29 July 2020: REV Media Group. Our corporate rebranding initiative will streamline business processes and functions and provide better clarity and synergies as we continue to deliver the best solutions to our customers.

Based in Sri Pentas, Bandar Utama, REV Media Group represents over 40 top authority brands spanning several languages and platforms such as SAYS, OHBULAN!, Viralcham, NST Online, My Metro, BH Online, Mashable SEA and IGN SEA. Our extensive network reaches out to more than 15 million people each month, approximately 75% of Malaysia's total internet population. This amalgamation will solidify our position as the leading digital publisher in Malaysia.

EXPANDING DIGITAL PRESENCE THROUGH COLLABORATION

YouTube collaborated with its partners Media Prima, Muse, Astro and WebTVAsia on Super Stream Malaysia. This specially-curated set of local digital moments and free-to-view premium content was made available on YouTube Malaysia for a limited time.



[Our homeshopping segment rebranded as WOWSHOP following the Group's full acquisition of this segment.](#)

Operating Responsibly

This collaboration allowed the public to access a library of content including dramas, anime and movies from the country's top broadcasters and content networks. We are now home to over 50 YouTube channels covering some of the best Malaysian content for news and entertainment. Our goal is to provide the best viewing experience and deliver content that matters the most to our audience. We constantly seek creative ways to cater to our base of almost 12 million subscribers on YouTube.

DELIVERING LIVE NEWS HEADLINES TO COMMUTERS VIA DIGITAL OUT-OF-HOME MEDIA

We launched BIG News to share news content on the big screen to commuters in the Klang Valley. This new service is a collaboration between NSTP and Big Tree.

Launched in May 2020, this latest digital service delivers live news headlines to our digital out-of-home media ("OOH") advertising screens. The latest headlines, taken from NST Online and BH Online's 'Most Read News', is updated regularly at selected locations between 7:00 AM and 7:00 PM daily. Currently, the live news feed is available at six locations in Kuala Lumpur, with expansion plans to increase the total number of screens to 20.

BIG News is in-line with the Group's strategy to keep the public informed with the latest news, anytime and anywhere.



1. [REV Media Group and UiTM ink an MoU for esports collaboration.](#)
2. [REV Media Group represents over 40 top authority brands spanning several languages and platforms.](#)

Our Strength as an Integrated Media Group That Delivers Unique Services and Total Media Solutions



NSTP

home to some of the nation's oldest and most trusted news brands in print and online



Big Tree

the market leader of Malaysia's OOH industry with the largest advertising reach through multiple integrated media platforms and extensive inventory across multiple channels

THE EVOLUTION OF ESPORTS

MyGameOn progressively develops esports by delivering the most relevant content as the esports and gaming industry continues to evolve. Participating in key events such as Level Up KL, Asia Comic Con and Hari Sukan Negara, MyGameOn also organised the largest nationwide esports campus event: Kejohanan E-sukan Kampus.

MyGameOn worked on several initiatives throughout 2020 such as MGO Lunchtime Cup, Borak MGO, Mingguan esports MGO and Yoodo Kejohanan E-sukan Kampus Semester 3. Developing a series of relevant content helped to keep its gaming community engaged as they were confined to their houses.

REV Media Group also signed a Memorandum of Understanding (MoU) with Universiti Teknologi Mara (UiTM). The collaboration aims to strengthen and encourage developments in academia, culture and research related to the esports sector. Following the MoU, REV Media and UiTM will conduct more in-depth research on esports application and digital technology to expand the esports industry.



REV MEDIA GROUP REPRESENTS MALAYSIA IN THE GOOGLE NEWS INITIATIVE INNOVATION CHALLENGE

REV Media Group (RMG) was the only Malaysian representative in the Google News Initiative (GNI) Innovation Challenge, one of 18 organisations that were selected across Asia Pacific. MyGameOn was chosen to build a content recommendation engine to increase the consumption of content from its community of gamers through personalisation with GNI support.



GNI is a global effort by Google to work with the news industry to help journalism thrive in the digital age.

The GNI innovation challenge empowers international news innovators to apply new thinking in online journalism and the development of new publishing business models.

With Google's support, we will continue to deliver valuable content to our audience and are confident that we will be able to progress our esports vision.

BEEFING UP OUR CONTENT DISTRIBUTION BUSINESS

Media Prima has previously entered into collaborations with popular international platforms such as iflix, Netflix and Viu. As streaming providers demand more local content, the Group being the nation's largest content provider has recently formed collaborations with iQiyi and WeTV.



DATA PROTECTION AND PRIVACY

Protecting privacy as well as data and information pertaining to customers and subscribers is one of our principal concerns. We have prepared a set of guidelines that contain an information security policy as well as the management and protection of personal data.

Principles of Data Protection and Privacy



Comply
with national and international legal requirements, particularly with the Ministry of Communications and Multimedia Commission (MCMC).



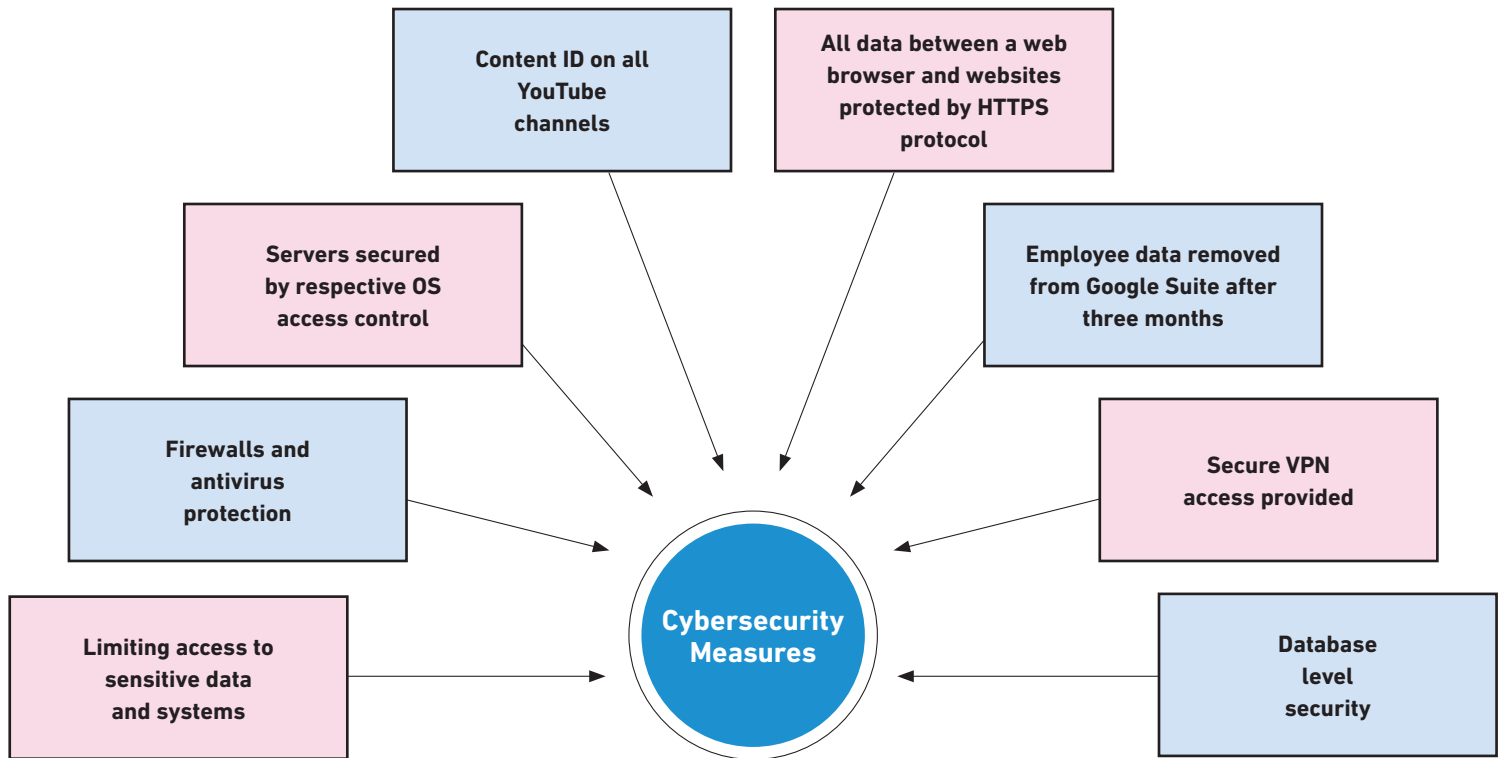
Safeguard
adequate measures to protect data from threats, including cybersecurity, that have been identified in accordance with the level of risk associated with the loss of confidentiality, integrity and availability of information.



Protect
data against unauthorised access while ensuring it is accessible for legitimate purposes with a suitable degree of traceability. This protection is also extended to relations with third parties.

Operating Responsibly

A cyber risk assessment has also been conducted to identify measures best suited to mitigate threats and residual risk.



COMBATING DIGITAL PIRACY

Piracy is not a victimless crime; those who illegally download videos, music and software are depriving legitimate businesses of potential revenue. Creative industries and the people involved should reap the benefits of creative content. Pirate websites contain everything: music, movies, books, software, broadcasts and over-the-top (OTT) services.

Although digital content is covered by copyright laws, monitoring the web to catch illegal activity is challenging. Our Digital Rights Management (DRM) takes a proactive approach to protecting digital content by creating barriers to stealing it in the first place. Embedding a code prevents its unauthorised redistribution and 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.

A Content ID system also identifies and manages our content on YouTube. Uploaded videos are automatically scanned against a database of files that 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 2020:

9,606



Overall views from removed links:

129,644,033

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.

www.mediaprima.com.my

MEDIA PRIMA BERHAD
Registration No. : 200001030368 (532975 A)

Balai Berita, Anjung Riong
31, Jalan Riong, Bangsar
59100 Kuala Lumpur, Malaysia