

media prima

20TH ANNUAL GENERAL MEETING

23 June 2021

Presentation by Group Executive Director





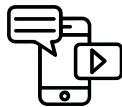
**Technological
advancements**



**Covid-19
pandemic**



**Consumer fragmentation
and evolving content
consumption**



**Shift to digital
media advertising**



**Uncertain
macroeconomic
conditions**



**Increased competition
in both traditional and
digital space**

A YEAR LIKE NO OTHER

HOW DID WE COME THROUGH?

1 Defended Revenue Decline

Initiated fully integrated group sales via Omnia

Generated new revenue and optimised available capacity via Print Towers

2 Improved Workflow Efficiency

Streamlining of work processes

2 Phases of Group-wide Manpower Rationalisation

WE TIED EVERYTHING TOGETHER WITH OMNIA



WE REMAINED MALAYSIA'S #1 MOST-WATCHED TELEVISION NETWORK

36% Total
Audience
Share



24.2% Total
Audience
Share



38.5% Mass
Chinese
Audience



WE DELIVERED UNCONVENTIONAL ADVERTISING SOLUTIONS



WE SOLIDIFIED OUR DIGITAL PRESENCE WITH REV MEDIA GROUP

#1 Local digital media company

Represents over **40** Top authority brands

15.4M Unique Malaysians

38.6M Facebook followers



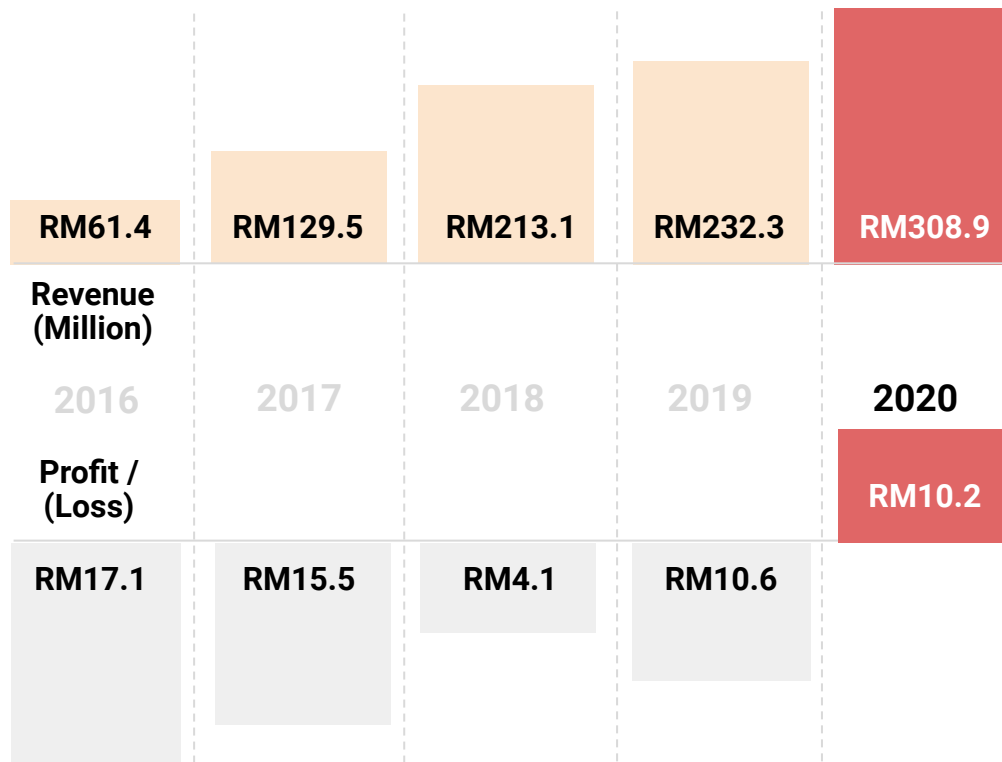
#1 Choice for mobile content

15.4M total monthly unique visitors on mobile in Malaysia

83% Malaysians on mobile are reached monthly

12.6M YouTube subscribers on desktop and mobile

WE SOLIDIFIED OUR COMMERCE BUSINESS WITH WOWSHOP



750,000

New customers
in 2020

Sales Contribution



Mobile and web

2.3M

Registered
Customers



Television

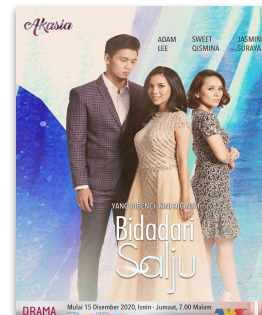
Over
1,600

Live shows
in 2020

More than
10,000

Items on sale

WE DELIVERED MALAYSIAN CONTENT TO THE WORLD



WE GENERATED NEW REVENUE AND OPTIMISED AVAILABLE CAPACITY VIA PRINT TOWERS



NSTP

a **media** prima company



^{NEW}
STRAITSTIMES



Harian **Metro**

+PRINTING FOR 8 OTHER PUBLICATIONS

WE EXPANDED OUR REACH WHILE SUPPORTING THE COMMUNITY – BIG TREE

26

DIGITAL
SITES

BIG TREE

TRC

KURNIA
OUTDOOR

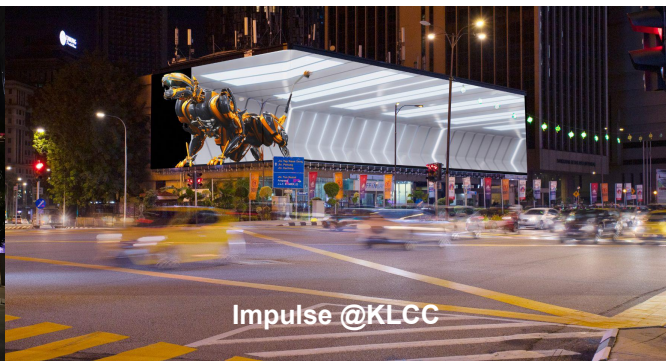
GOTCHA

UPD

BT SJ

88

DIGITAL
SCREEN UNITS



WE EXPANDED OUR REACH WHILE SUPPORTING THE COMMUNITY — RIPPLE

>5.3M

weekly listeners

RIPPLE™

95.3M

digital listens (as of FY20)



488k listeners
below 30



1.9M listeners
below 30



330k listeners
below 30



454k listeners
below 25

1

#SupportLokal Campaign

264 entries
91 businesses promoted on-air and via
the station's social media platforms.

2

Public Service Announcements

Raising awareness on environmental
conservation, safety, health, crime
and fake news.

Member of



FTSE4Good

Our 2020 ESG activities focused on:

Keeping Malaysians Informed and Entertained at home.

Raising Awareness on Environmental Conservation.

Supporting communities and local businesses.

OUR OVERALL COMMITMENT TO BEING A RESPONSIBLE MEDIA COMPANY



**Media Prima - NSTP
Humanitarian Fund**

RM5.0M

donated



RM3.4M

disbursed



Tabung Covid-19
(20 Hospitals)

RM1.9M

donated



RM1.8M

disbursed

YEAR-ON-YEAR FINANCIAL PERFORMANCE

	FY 2020 (RM '000)	FY 2019 (RM '000)	Change (%)
Net Revenue	1,041,565	1,106,039	(6)
EBITDA	128,872	75,451	71
LBT	(5,787)	(173,001)	97
LAT	(18,086)	(185,488)	90
LAT without exceptional items	(4,408)	(69,412)	>100

SEGMENTAL FINANCIAL PERFORMANCE (FY20 VS FY19)

REVENUE (‘000)	Omnia*	Broadcasting**	WOWSHOP	NSTP	RMG	Big Tree	Primeworks Studios
FY 2020	388,032	348,240	308,865	149,601	90,121	113,190	65,346
FY 2019	-	438,520	232,292	217,598	74,408	154,940	90,362


Profit/(loss) (‘000)	Omnia*	Broadcasting**	WOWSHOP	NSTP	RMG	Big Tree	Primeworks Studios
FY 2020	(12,099)	36,016	10,219	(26,678)	10,846	(5,171)	(6,151)
FY 2019	-	(28,052)	(10,644)	(112,995)	1,686	7,124	6,888

*Omnia was effective 1 April 2020.

**Beginning 1HFY20, commercial and airtime activities from Television Networks and RIPPLE were consolidated under Broadcasting.

WE DELIVERED A THIRD CONSECUTIVE PROFITABLE QUARTER, FIRST PROFIT FOR Q1 SINCE 2016

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21
NET REVENUE	RM238.4M	RM236.3M	RM268.8M	RM298.1M	RM254.5M
EBITDA	RM1.4M	RM14.9M	RM51.8M	RM47.1M	RM36.5M
PROFIT/(LOSS) AFTER TAX	RM(30.0)M	RM(18.0)M	RM11.8M	RM18.1M	RM4.2M



We will continue to face a challenging period moving into 2021

Consumer fragmentation and
changing content consumption
pattern.

Economic uncertainty amid the
continued pandemic.

Shift of advertising spend to digital
platforms.

Stronger and more intense
competition.

WE DID WELL IN 2020 WE CAN DO BETTER IN 2021



Moving forward, we will:

Solidify our defense strategy.

Improve efficiency of the Group
via synergies.

Embark on targeted strategies –
Where revenue visibilities are
crystal clear and are in-line with
mega trends.

THANK YOU