

media prima

2nd QUARTER FY2021 RESULTS

26 August 2021



DISCLAIMER

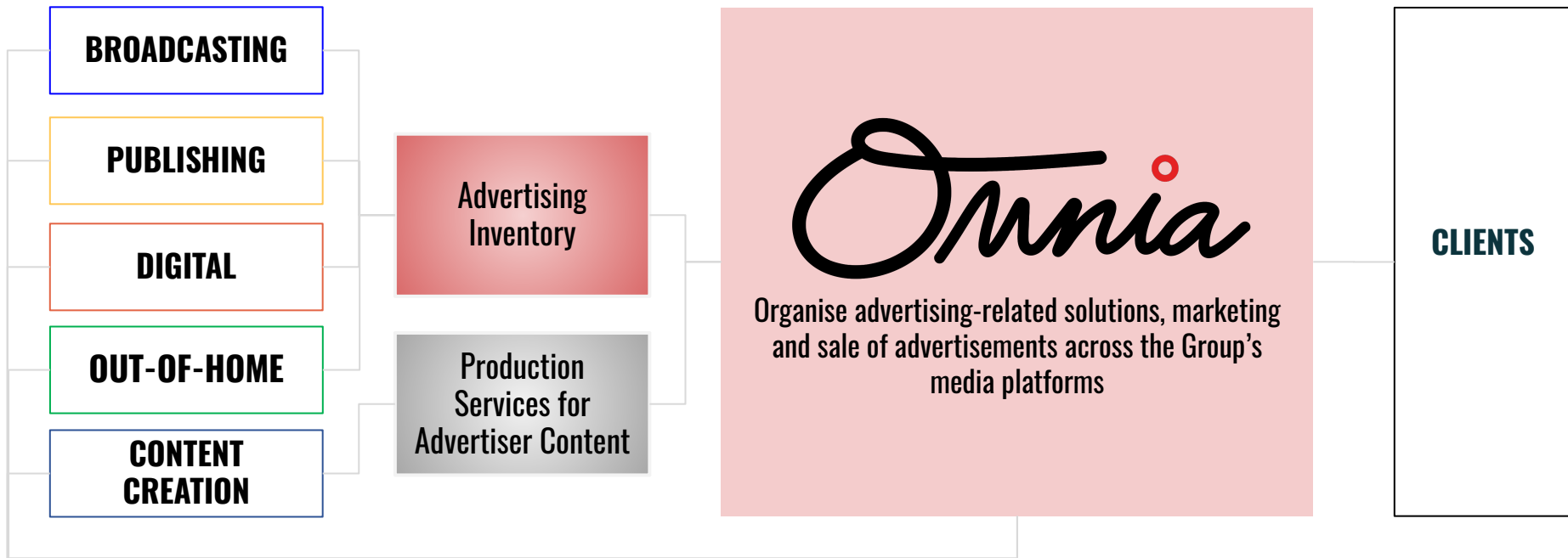
This presentation may contain forward-looking statements which are based on Media Prima Berhad's ("MPB") current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified by forward-looking words like "would", "intend", "hope", "will", "may", "should", "expect", "anticipate", "believe", "estimate", "predict", "continue", or similar words.

Forward-looking statements involve risks and uncertainties which could cause actual outcomes and results to differ materially from MPB's expectations, forecasts and assumptions.

We caution that these forward-looking statements are not statements of historical facts and are subject to risks and uncertainties not in the control of MPB, including, without limitation, economic, competitive, governmental, regulatory, technological and other factors that may affect MPB's operations.

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TYING EVERYTHING TOGETHER WITH OMNIA- 1H 2021 RESULTS DEMONSTRATED OMNIA'S ABILITY TO PROVIDE ADVERTISING SOLUTIONS



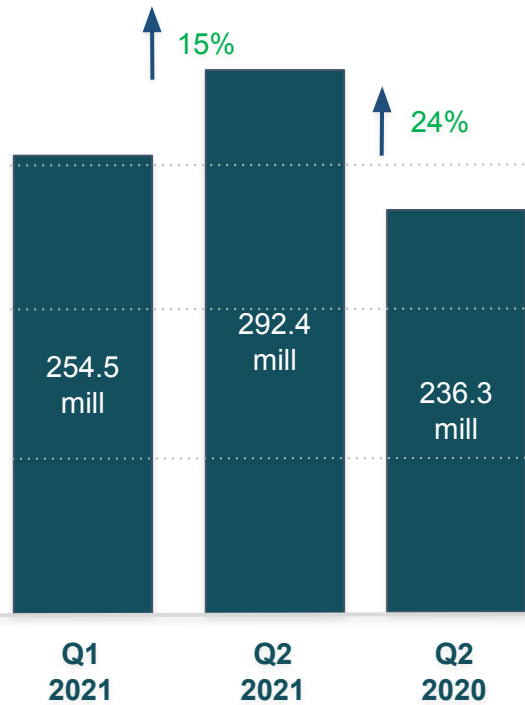
- Omnia was effective 1 April 2020.
- Sale of ads for Digital Media was effective 1 October 2020.
- Sale of ads for Out-Of-Home was effective 1 July 2021.
- Omnia pays advertising inventory fees to Broadcasting, Publishing, Digital and Out-Of-Home.
- Omnia pays advertising production fees to Content Creation.

OUR FOURTH CONSECUTIVE QUARTERLY PROFIT ACHIEVED ON THE BACK OF A 24% INCREASE IN GROUP REVENUE TO RM292.4 MILLION IN Q2 2021

	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21
Net Revenue	RM236.3 mill	RM268.8 mill	RM298.1 mill	RM254.5 mill	RM292.4 mill
EBITDA	RM14.9 mill	RM51.8 mill	RM47.1 mill	RM36.5 mill	RM44.0 mill
Profit / (Loss) After Tax	RM(18.0) mill	RM11.8 mill	RM18.1 mill	RM4.2 mill	RM12.7 mill

PAT OF RM12.7 MILLION IN Q2 2021, A POSITIVE SWING FROM A LAT OF RM18.0 MILLION IN Q2 2020

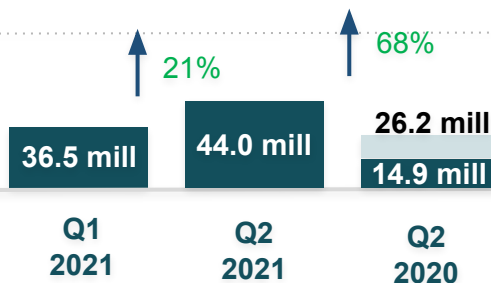
Revenue



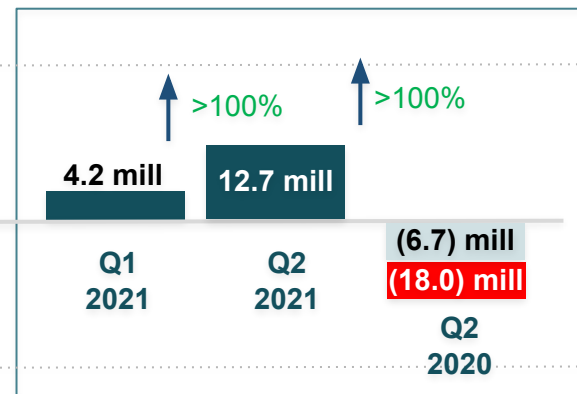
- **Revenue grew by 24%** from RM236.3 million in 2QFY20 to RM292.4 million in 2QFY21 contributed by higher advertising revenue which grew by 43% against the corresponding quarter, partially driven by the festive period during 2QFY21.
- The Group posted a 2QFY21 PAT of **RM12.7 million** compared to a LAT of RM18.0 million in 2QFY20, mainly driven by higher revenue generated.
- It is the Group's **fourth consecutive profitable quarter** since 3QFY20.

Adjusted for EI

EBITDA

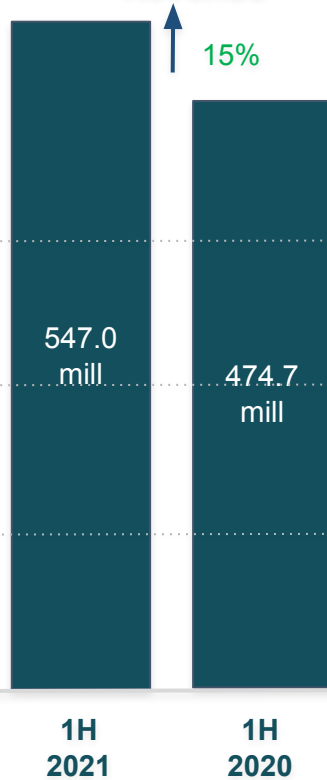


Profit after Tax



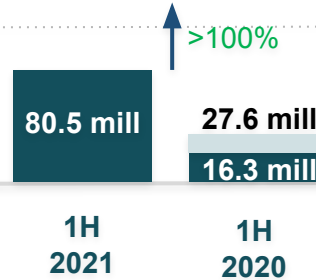
PAT OF RM16.8 MILLION IN 1H 2021 FROM A RM48.0 MILLION LAT IN Q2 2021

Revenue

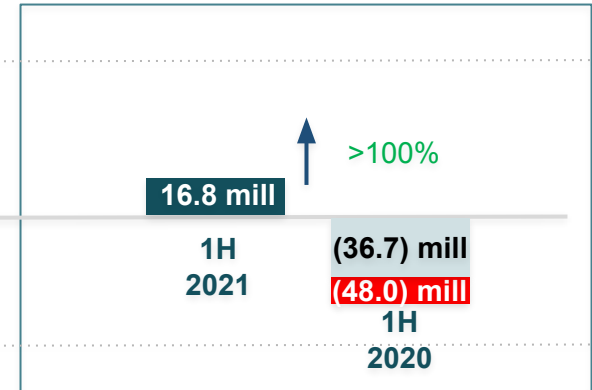


- The Group's **revenue grew by 15%** in the financial period ended 30 June 2021 ("1HFY21") mainly attributed to higher adex spending during the current financial period.
- As a result of higher revenue, the Group posted a **PAT of RM16.8 million** in the current financial period compared to the RM48.0 million **LAT** in 1HFY20.

EBITDA



Profit after Tax



Adjusted for EI

GROUP'S STRONGER PERFORMANCE ATTRIBUTED TO HIGHER ADVERTISING REVENUE WHICH INCREASED BY 43% IN Q2 2021 FROM RM131.9 MILLION IN Q2 2020

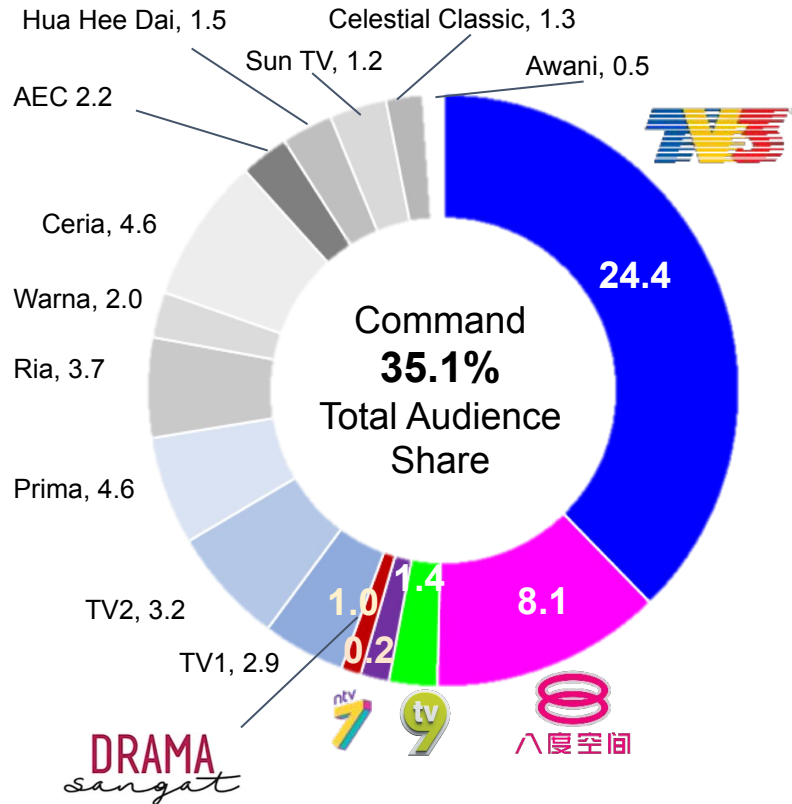
Net Revenue	Q2 FY21	Q2 FY20	Change	1H FY21	1H FY20	Change
	RM'000		%	RM'000		%
<i>Digital advertising</i>	22,625	15,912	42	41,991	34,633	21
<i>Non-digital advertising</i>	166,164	116,038	43	299,140	246,017	22
Advertising revenue	188,789	131,950	43	341,131	280,650	22
Newspaper sales	10,198	9,044	13	20,317	25,913	(22)
Newspaper printing & distribution	4,696	1,203	>100	9,752	4,199	>100
Content production	447	111	>100	563	1,247	(55)
Content sales	12,144	2,791	>100	20,736	4,980	>100
Sale of home shopping goods	75,190	88,332	(15)	151,748	152,764	(1)
Others (rental income, license income etc)	983	2,847	(65)	2,733	4,961	(45)
Total revenue	292,447	236,278	24	546,980	474,714	15

MOMENTUM IS STRONG AND WE SEE ENCOURAGING SIGNS OF RECOVERY FOR SEVERAL SEGMENTS

(RM million)	Omnia	Broadcasting	OOH	Publishing	Digital Media	Content Creation	Home Shopping	Corporate	Elimination	Total
Net Revenue										
Q2 2021	163,071	120,307	25,808	34,298	22,412	6,219	75,190	32,044	(186,902)	292,447
Q2 2020	91,564	68,812	26,236	23,362	20,311	19,555	88,332	29,678	(131,572)	236,278
Change (%)	78	75	(2)	47	10	(68)	(15)	8	42	24
PAT / (LAT)										
Q2 2021	1,266	16,184	(1,966)	1,097	2,317	1,605	1,988	21,730	(31,571)	12,650
Q2 2020	(3,592)	9,717	(1,009)	(14,370)	5,802	(6,498)	6,161	(38,712)	24,468	(18,033)
Change (%)	>100	67	(95)	>100	(60)	>100	(68)	>100	(>100)	>100

Intersegment revenue from the advertising inventory sold to Omnia partly forms Broadcasting, Publishing, Digital Media and Content Creation segment revenues.

MEDIA PRIMA TELEVISION NETWORKS REMAINS MALAYSIA'S LEADING TV NETWORK, COMMANDING OVER 35% OF TELEVISION AUDIENCE SHARE



Dominant position in Malaysia via TV3 and 8TV

- TV3 dominates the Malay 4+ segment with a 33.8% audience share
- TV3 dominates prime time with 45.6% audience share
- TV3 has 29.1% share among Malay 4+ Astro subscribers audience
- 8TV reaffirmed itself as the number 1 Chinese-language station in Malaysia, dominating 40.8% of the Mass Chinese audience.

Source: Nielsen Audience Measurement (Total Individuals, Malay 4+ and Chinese 4+ from January to June 2021)

VERNACULAR IN-HOUSE CONTENT CONTINUES TO DRIVE VIEWERSHIP SHARE



3.0M VIEWERS



2.7M VIEWERS



2.4M VIEWERS



2.3M VIEWERS



2.3M VIEWERS



2.2M VIEWERS



2.2M VIEWERS



2.2M VIEWERS

WE DELIVERED UNCONVENTIONAL ADVERTISING SOLUTIONS THROUGH PRODUCTION OF BRANDED CONTENT



Lazada Raya - Moreh Bersama Lazada (TV3)



Menu Apa Malam Ini? (TV3)



Glucerna - Coretan Harapan (TV3)



Shopee 6.6 Awesome Show (TV3)



Jom Heboh Di Rumah Bersama Shopee (TV3)



Raya Bersama Shopee Show (TV3)



Lego Friends S4 (TV3)



Lego Ninjago S3 (TV3)



Generasi Z Special (TV3)



The Z Power Special (8TV)

NEW BUSINESS AND CONTENT STRATEGY TO STRENGTHEN STANDING AS A LEADING RADIO NETWORK



Rebranding of all radio stations and restrategising their content and talent line-ups

MEDIA PRIMA AUDIO EXPANDED ITS REACH WHILE SUPPORTING THE COMMUNITY

>5.4M

weekly listeners



>23.1M

digital listens (Q2 2021)



1

#SupportLokal Campaign

1,336 entries

294 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.

3

Bersamamu #KitaJagaKita campaign

480 beneficiaries whose livelihood were affected by Covid-19 pandemic, each received RM200 cash aid from Media Prima-NSTP Humanitarian Fund

4

Bersamamu #KitaJagaKita dibawakan oleh AEON BersamaMu campaign

352 beneficiaries whose livelihood were affected by Covid-19 pandemic, each received basic necessities box worth RM200 via sponsorship from Yayasan AEON

REV MEDIA GROUP IS MALAYSIA'S #1 CHOICE IN MOBILE CONTENT

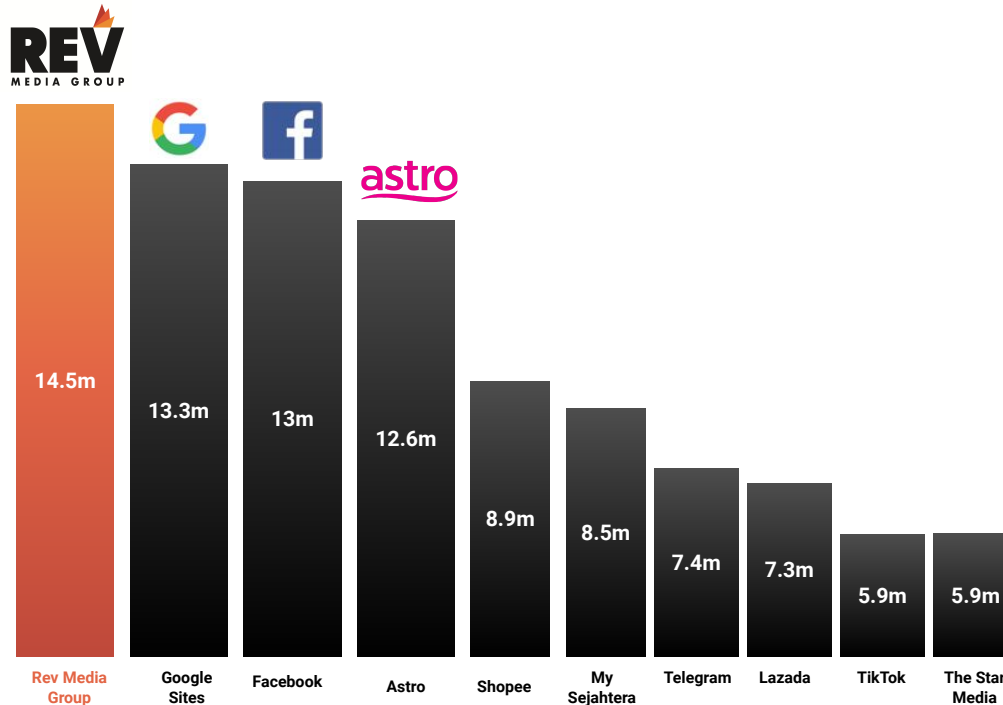
An extensive distribution network that reaches out to more than 14 million Malaysians a month

14.5M

total monthly unique visitors on mobile in Malaysia

83%

Malaysians on mobile are reached monthly



14.9M

Unique Malaysians on desktop & mobile

17.2M

YouTube subscribers

49M

Facebook followers

MASSIVE AUDIENCE- WE REPRESENT ALL TYPES OF MALAYSIANS...

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ENGLISH NETWORK



4.3M
Uniques



446K
Subscribers



138K
Followers



2.63M
Followers



212K
Followers

Source: Comscore March 2021, Social Media Pages May 2021

MALAY NETWORK



مكتبة علمية اسلامية



6.6M
Uniques



11.2M
Subscribers



1.7M
Followers



17.7M
Followers






7.9M
Followers

ACROSS DIFFERENT DIGITAL PLATFORMS...

CHINESE NETWORK






 2M Uniques
 267K Subscribers
 48K Followers

 3.3M Followers
 500K Followers

NEWS NETWORK

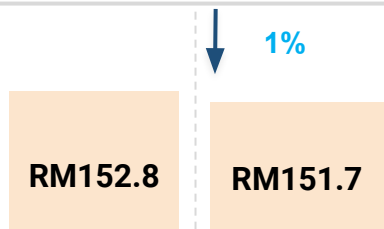


 12.9M Uniques
 3.5M Subscribers
 4.25M Followers

 22.2M Followers
 3.6M Followers

CONSUMER SPENDING HABITS TOWARDS HOME SHOPPING REMAIN STRONG IN Q2 2021

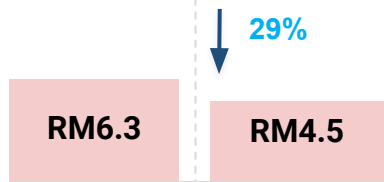
FINANCIAL PERFORMANCE



Revenue (Million)

1H 2020

1H 2021



Net Profit (Million)

CUSTOMERS & SALES CONTRIBUTION

>169,000

New customers
in Q2 2021



60%
Mobile and web

>2.8M

Registered
Customers



40%
Television

BEST SELLING ITEMS IN Q2 2021



HB Fiorella Diamond
Collection



GINTELL SmarTrek
Treadmill



MUGEN Smart Bread
Maker

OUR PUBLISHING SEGMENT HAS SHOWN A POSITIVE TURNAROUND WITH A PROFITABLE 1H 2021, SUPPORTED BY HIGHER NEWSPAPER PRINTING AND DISTRIBUTION REVENUE



NEW
STRAITS TIMES

BH
Berita Harian

Harian
Metro

+PRINTING FOR 8 OTHER PUBLICATIONS

Launched operations on 1 January 2020, Print Towers is a standalone commercial printing company formed out of NSTP's Production and Distribution unit, and a wholly owned subsidiary of NSTP

LARGEST DIGITAL OOH MEDIA, CuBig @ KLCC JUNCTION

Offers dynamic digital display and anamorphic content capabilities for audiences to view life-like, 3D visuals on extensive digital screen dimensions



PREMIERISATION OF KEY ASSETS OF OUR OUT-OF-HOME BUSINESS

28

DIGITAL
SITES

BIG TREE

TRC

KURNIA
OUTDOOR

GOTCHA

UPD

BT SJ

93

DIGITAL
SCREEN UNITS



media prima

MELASTIK KE HATIMU (iQIYI)

**TAK SEMPURNA
MENCINTAIMU (WeTV)**

RYAN ARALYN
(WeTV)

TAKDIR YANG TERTULIS (WeTV)

WIFI RUMAH SEBELAH (Disney+)

J RETRIBUSI (Disney+)

SEMANIS SENYUMANMU (Disney+)

PISAU CUKUR (Netflix)

NUR
(MNCTV)

NUR 2
(MNCTV)

Q2 2021 ANIMATION, LICENSING & MERCHANDISING



EJEN ALI THE SERIES
(Disney +)



EJEN ALI THE MOVIE
(Disney +)



**EJEN ALI
SEASON 3**



**ALIF & SOFIA'S
TREEHOUSE GANG**



**EJEN ALI LIFE-SIZE FIGURINES
@ KL'S RIVER OF LIFE**



**HIJABI-FRIENDLY
MASK WITH DR.
MAMA**

Q2 2021 FILM



J2 : J RETRIBUSI

KEY ESG INITIATIVES IN Q2 2021

Creating Positive, Lasting Change in Communities

- **PSAs** airtime allocated across our Broadcasting, Publishing and Digital platforms.
- Provision of **Media Prima-NSTP Humanitarian Fund (Medical)** assistance: **12 surgery cases**, referred by government hospitals across the country, were conducted at Gleneagles Hospital Kuala Lumpur and Sunway Medical Centre; and **1 beneficiary of a prosthetic limb**, whose right knee was amputated due to a road accident.
- Provision of **Media Prima-NSTP Humanitarian Fund** assistance: A total of **2,250 Asnaf** received aid via a CSR collaboration with the Federal Territories Ministry. 1,500 Asnaf in the Federal Territories of Putrajaya and Kuala Lumpur received RM150 cash each and 750 Asnaf in the Federal Territory of Labuan received food baskets worth RM100 each.
- **Bantuan Kemanusiaan Covid-19 campaign: 9 Top Loading Vaccine Refrigerators** were purchased for the Malaysian Armed Forces ("ATM") for ferrying Covid-19 vaccines to remote areas across the country for the national immunisation program.
- Provision of **TV3 Bersamamu** financial assistance: **40 cases** were featured in the TV3 Bersamamu television programme and capsules on TV3Malaysia Official YouTube channel.
- Provision of **Bantuan Metro Prihatin** financial assistance: **11 cases** were highlighted in Harian Metro.
- **Program Titipan Kasih Khas Harian Metro** collaborated with UDA Holdings Berhad to upgrade Asrama Kebajikan Ar-Rayyan, Johor Bahru; and collaborated with Kedai Ayamas during the month of Ramadan and Aidilfitri through the distribution of Ayamas rice set packs and basic groceries to 307 beneficiaries from 5 welfare homes located in 5 states across the country.
- In tandem with Hari Raya Haji, **REV Media Group** sponsored the production of ready-to eat qurban pack for Qurban Care for Ummah campaign, organised by MyFundAction and Food for Hunger.



Content for All

- **DidikTV KPM**, launched in February 2021, provides **additional access to quality education to students nationwide** through teaching and learning content based on MoE's curriculum and co-curriculum. It serves as an added tool for school children to ensure that their learning continues at home during the lockdown. DidikTV KPM airs on television and on digital platforms, and features excellent teachers who are able to close the gap between urban and rural area students. DidikTV KPM's content is **continuously reviewed and enhanced to stay relevant and effective in supporting the national education system**.

Supporting Local Businesses

- **Misi #SalamSayang - TV3** assisted **290 small entrepreneurs** affected by Covid-19 pandemic to expand their business reach through publicity on TV3 Malaysia Facebook social media platform during the month of Ramadan.
- **#SupportLokal - Fly FM, Hot FM, One FM and Kool FM** - An on-going campaign to support local businesses and economic development by promoting their products. Business owners were only required to send details of their products/services through the stations' websites. A total of **1,336 entries** were received for the campaign and approximately **294 businesses were promoted** via on-air and the station's social media platforms.

Member of



FTSE4Good

Our ESG activities are focused on:

- Keeping Malaysians Informed and Entertained at home.
- Raising Awareness on Environmental Conservation.
- Supporting individuals, communities and local businesses.
- Supporting our National Healthcare System.

OUR OVERALL COMMITMENT TO BEING A RESPONSIBLE MEDIA COMPANY



Media Prima - NSTP
Humanitarian Fund

RM3.5M

donated
(Jan-June 2021)



RM2.6M

disbursed
(Jan-June 2021)

01 Appendix



STATEMENT OF COMPREHENSIVE INCOME

RM'000	1HFY21	1HFY20	Change (%)
Gross revenue	636,637	539,095	18
Net revenue	546,980	474,714	15
Royalties	854	(788)	>100
Net revenue after royalties	547,834	473,926	16
Direct costs	(228,766)	(206,369)	(11)
Contribution	319,068	267,557	19
Other income	3,310	4,774	(31)
Overheads	(241,903)	(256,041)	6
EBITDA/(LBITDA)	80,475	16,290	>100
Finance income	2,863	3,877	(26)
Finance costs	(9,039)	(9,110)	1
Depreciation and amortisation	(45,234)	(56,749)	20
Profit/(loss) from operations	29,065	(45,692)	>100
Share of associates' results	(114)	(81)	(41)
PBT/(LBT)	28,951	(45,773)	>100
Taxation	(12,142)	(2,232)	(>100)
PAT/(LAT)	16,809	(48,005)	>100
Attributed to minority interests	1,852	(1,640)	>100
PATAMI/(LATAMI)	18,661	(49,645)	>100
EBITDA margin	15%	3%	
PATAMI/(LATAMI) margin	3%	(10%)	

Key Highlights

Net revenue grew by 15% contributed by higher advertising and non-advertising revenue despite the re-imposition of the Movement Control Order.

Continuous cost saving initiatives are reflected in the **6% reduction in overheads** against 1HFY20.

THANK YOU

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