

media prima

# 9M/3Q FY2021 RESULTS

25 November 2021



## DISCLAIMER

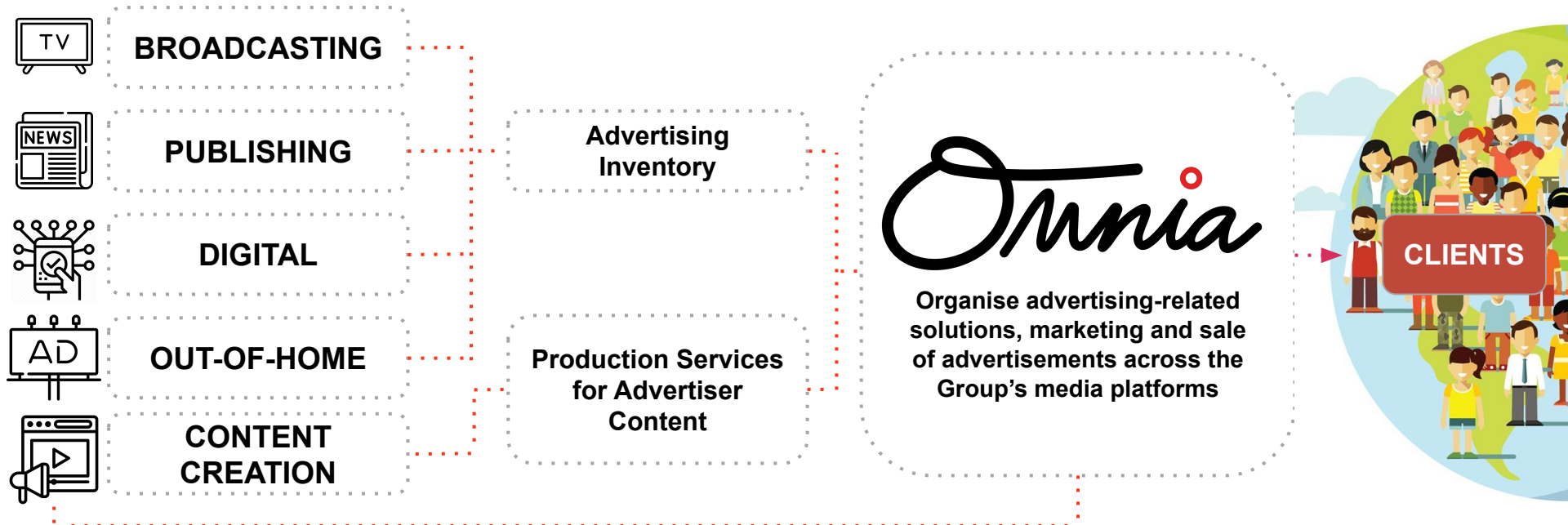
This presentation may contain forward-looking statements which are based on Media Prima Berhad's ("MPB") current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified 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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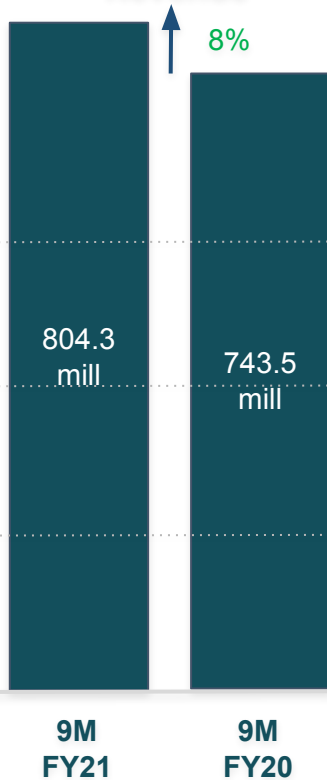
# 9M FY21 RESULTS DEMONSTRATED OMNIA'S EXPERTISE IN PROVIDING ADVERTISING SOLUTIONS



- 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.

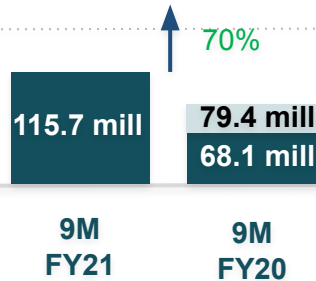
# PAT OF RM23.4 MILLION IN 9M FY21 REVERSING A LAT OF RM36.2 MILLION IN 9M FY20

## Revenue

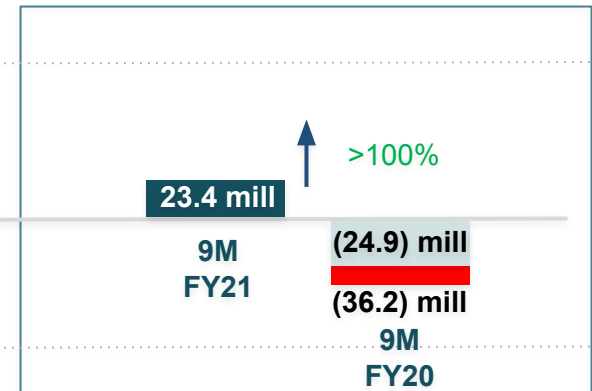


- The Group's **revenue grew by 8%** in the financial period ended 30 September 2021 ("9MFY21") driven by higher advertising revenue.
- The Group posted a **PAT of RM23.4 million** in the current financial period compared to a loss after tax of RM36.2 million in the comparative period.

## EBITDA



## Profit after Tax



Adjusted for EI



# WE SEE ENCOURAGING SIGNS OF RECOVERY FOR SEVERAL SEGMENTS

(RM million)	Omnia	Broadcasting	OOH	Publishing	Digital Media	Content Creation	Home Shopping	Corporate	Elimination	Total
<b>Net Revenue</b>										
<b>9M FY21</b>	460,866	325,989	68,822	98,457	66,621	15,884	216,967	36,130	(485,449)	804,287
<b>9M FY20</b>	215,891	246,402	88,075	106,917	60,605	52,038	230,936	53,071	(310,456)	743,479
<b>Change (%)</b>	<b>&gt;100</b>	<b>32</b>	<b>(22)</b>	<b>(8)</b>	<b>10</b>	<b>(69)</b>	<b>(6)</b>	<b>(32)</b>	<b>56</b>	<b>8</b>
<b>PAT / (LAT)</b>										
<b>9M FY21</b>	224	40,969	(9,645)	532	6,288	11,694	5,189	4,471	(36,342)	23,380
<b>9M FY20</b>	(6,080)	17,141	439	(26,899)	8,983	(5,546)	9,515	(53,996)	20,224	(36,219)
<b>Change (%)</b>	<b>&gt;100</b>	<b>&gt;100</b>	<b>(&gt;100)</b>	<b>&gt;100</b>	<b>(30)</b>	<b>&gt;100</b>	<b>(45)</b>	<b>&gt;100</b>	<b>(&gt;100)</b>	<b>&gt;100</b>

*Intersegment revenue from the advertising inventory sold to Omnia are from Broadcasting, Publishing, Out-of-Home, Digital Media and Content Creation segment revenues.*

# REVENUE DISTRIBUTION

Net Revenue	9M FY21	9M FY20	Change	3Q FY21	3Q FY20	Change
	RM'000		%	RM'000		%
<i>Digital advertising</i>	62,737	52,006	21	20,746	17,373	19
<i>Non-digital advertising</i>	444,949	395,944	12	145,809	149,927	(3)
<b>Advertising revenue</b>	507,686	447,950	13	166,555	167,300	0
Newspaper sales	29,304	36,113	(19)	8,987	10,200	(12)
Newspaper printing & distribution	14,420	9,668	49	4,668	5,469	(15)
Content production	1,242	2,978	(58)	679	1,731	(61)
<b>Content sales</b>	29,073	8,735	>100	8,337	3,755	>100
Sale of home shopping goods	216,967	230,936	(6)	65,219	78,172	(17)
Others (rental income, license income etc)	5,595	7,099	(21)	2,862	2,138	34
<b>Total revenue</b>	<b>804,287</b>	<b>743,479</b>	<b>8</b>	<b>257,307</b>	<b>268,765</b>	<b>(4)</b>

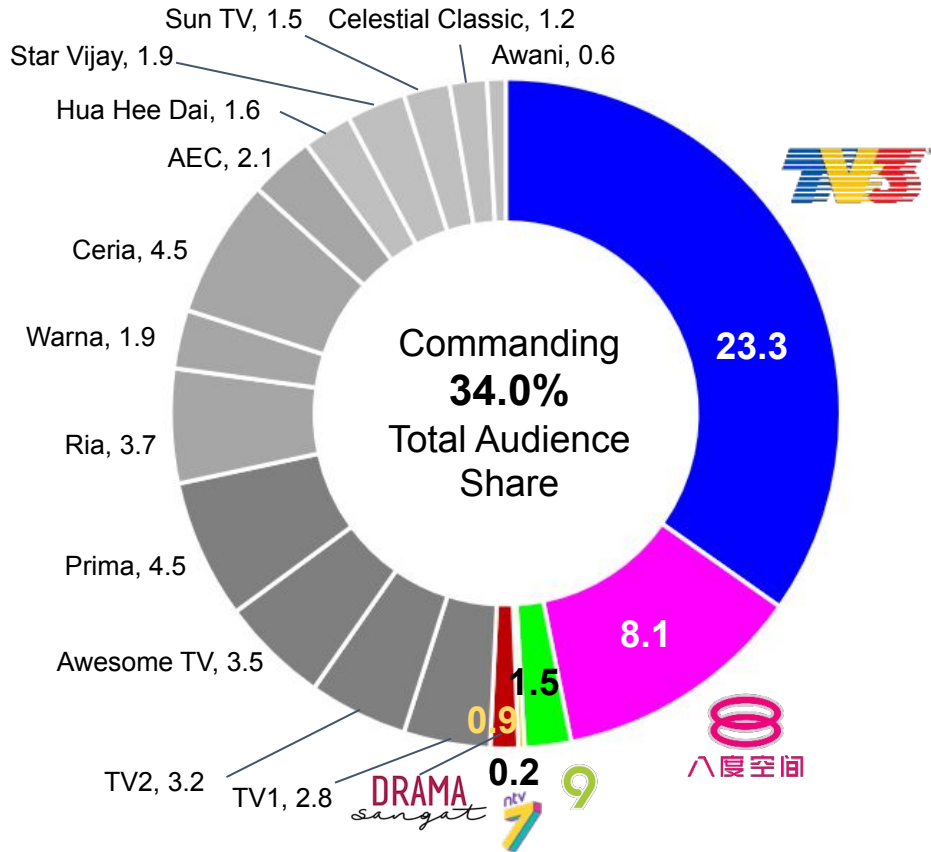
# 3QFY21 MARKS FIFTH CONSECUTIVE PROFITABLE QUARTER

RM million	2QFY20	3QFY20	4QFY20	1QFY21	2QFY21	3QFY21
Revenue	236.3	268.8	298.1	254.5	292.4	257.3
EBITDA	14.9	51.8	47.1	36.5	44.0	35.2
Profit / (Loss) After Tax	(18.0)	11.8	18.1	4.2	12.7	6.6

## 3QFY21 vs 3QFY20

- **Revenue decreased by 4%** from RM268.8 million in 3QFY20 to RM257.3 million in 3QFY21 mainly due to lower Home Shopping revenue attributed to lower consumer spending during the period.
- The Group's content sales more than doubled in 3QFY21 against the corresponding period, driven by Media Prima's content distribution strategy with popular streaming platforms.
- The Group posted a 3QFY21 PAT of **RM6.6 million** compared to a PAT of RM11.8 million in 3Q FY20.
- It is the Group's **fifth consecutive profitable quarter** since 3QFY20.

# WE REMAIN MALAYSIA'S LEADING TV NETWORK WITH 34% AUDIENCE SHARE



Dominant position in Malaysia via TV3 and 8TV as at end September 2021:

- TV3 dominates the Malay 4+ segment with a 28.9% audience share.
- TV3 has 24.6% share among Malay 4+ Astro subscribers audience.
- 8TV reaffirmed itself as the number one Chinese-language station in Malaysia, dominating 40.1% of the Mass Chinese audience.

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

# TOP RATED IN-HOUSE CONTENT CONTINUE TO DRIVE VIEWERSHIP



2.9M VIEWERS



2.7M VIEWERS



2.1M VIEWERS



2.6M VIEWERS



2.4M VIEWERS



2.2M VIEWERS



2.4M  
VIEWERS

# CREATING COMPELLING ADVERTISER CONTENT WITH BIG BRANDS



SHOPEE 7.7



SHOPEE 9.9



OPPO MERDEKA CAMPAIGN



MALAM BAIK SEMULA



HUAWEI APAC SUMMER NEW PRODUCT LAUNCH



LAZADA CDO 9.9



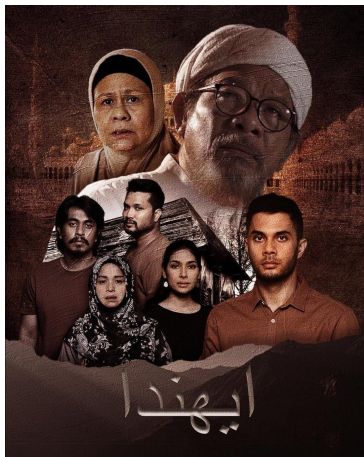
ZULHIJJAH MENGGAMIT RINDU



LEGO MONKEY KID MOVIE



# SUCCESSFUL CONTENT COLLABORATIONS WITH POPULAR STREAMING PLATFORMS



# MEDIA PRIMA AUDIO'S TACTICAL CAMPAIGNS TO ENGAGE WITH AUDIENCES AND DRIVE AWARENESS ON REBRANDING



>5.4M

weekly listeners



>22.2M

digital listens (Q3 2021)





# MEDIA PRIMA IS MALAYSIA'S #1 CHOICE IN MOBILE CONTENT



# 14.8M

total monthly unique visitors on mobile in Malaysia

# 83%

Malaysians on mobile are reached monthly

## 14.8M



MEDIA PRIMAASTRO GROUP



ASTRO GROUP



GOOGLE SITES



FACEBOOK



BYTEDANCE Inc.



The Star Media Group



Karangkrak Media Group



Microsoft Sites



MCIL Multimedia



Malaysiakini Sites

# 15.1M

Unique Malaysians on desktop & mobile

# 18.1M

YouTube subscribers

# 58M

Facebook & Instagram followers

# THE GROUP’S WIDE REACH ACROSS MALAYSIA’S DEMOGRAPHICS

15.1M

Total Unique Visitors On  
Mobile & Desktop

44% Aged 35+

52% Females

30% Earn RM3K-6K monthly



## ENGLISH NETWORK

3.7M uniques

42% aged 35+

51% males

## MALAY NETWORK

7.5M uniques

41% aged 25-34

60% females

## CHINESE NETWORK

1.3M uniques

48% aged 35+

49% males

## NEWS NETWORK

13.1M uniques

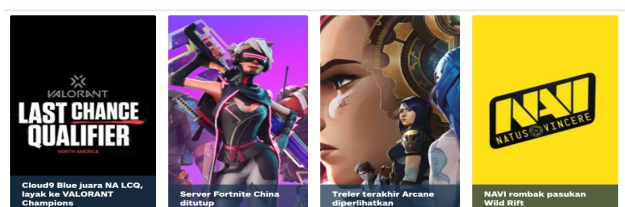
50% aged 35+

55% males

# EXCITING NEW INITIATIVES FROM REV MEDIA GROUP

## IGN SEA now in Bahasa Malaysia

**IGN Bahasa Malaysia** PC PS4 PS5 Xbox Series X ENGLISH Lagi - Q Log Masuk



**Tajuk Utama**

- Cloud9 Blue juara NA LCO, layak ke VALORANT Champions
- Server Fortnite China ditutup
- Treder Kerahib Arcane diperlihatkan
- NAVI raih pasukan Wild Rift

**Terkini**

- 3 hours, 11 minutes - Kamen  
Surface SE Boleh Ubah Persepsi Pengguna  
Khas untuk pelajar Microsoft mengemukakan model komputer riba terbaru di bawah siri Surface, Surface Laptop SE yang bernilai mampu milik.
- 5 hours, 18 minutes - Kamen  
Rekod Baharu Internet Terpantas Mencecah 319 Terabit Sesat  
Sekumpulan pengaji di Jepun berjaya mencapai kelajuan internet 319 Terabit

## Berita Harian SME Conference

**celcom**  
**PKS**  
**BH**

Ingin mengetahui bantuan dan galakan disediakan pelbagai pihak untuk membantu PKS?  
Ikuti Forum Perniagaan PKS BH 2021



**DATUK AMEER ALI MYDIN**  
Presiden Peratuan Peruncit (Bumiputera (BPO))

**RIZAL NAINY**  
Ketua Pegawai Eksekutif SME Corp Malaysia

**MAHADHIR AZIZ**  
Ketua Pegawai Eksekutif, Perbadanan Ekonomi Digital Malaysia (MDEC)

**14 & 15 OKTOBER** **DAFTAR SEGERA**  
[www.bharian.com.my/bhsmc](http://www.bharian.com.my/bhsmc)

**celcom**  
**PKS**  
**BH**

**Forum Perniagaan PKS BH 2021**

**14 & 15 OKTOBER 2021** **DAFTAR SEGERA**  
[www.bharian.com.my/bhsmc](http://www.bharian.com.my/bhsmc)

## IGN SEA Squad Up Athena held in four countries



Partnership:

# HOME SHOPPING DEFENDS MARKET SHARE AMID INTENSE COMPETITION AND CHANGING CONSUMER SPENDING HABITS

## CUSTOMERS & SALES CONTRIBUTION

>157,400

New customers  
In 3Q FY21



Mobile and web

>2.9M

Registered Customers



Television

## BEST SELLING PRODUCTS IN 3Q FY21



GINTELL  
SmarTrek Treadmill



HB Fiorella  
Diamond Collection  
Set



RHINO Rapid Air  
Fryer XL

# PUBLISHING REMAINS EARNINGS POSITIVE FOR THE YEAR-TO-DATE



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*

# 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





# CONSISTENT 90% CAPACITY UPTAKE ON THE CUBIG @KLCC

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



# KEY ESG INITIATIVES IN Q3 2021

## *Creating Positive, Lasting Change in Communities*

- **PSA** airtime allocated across our Broadcasting, Publishing and Digital platforms.
- Provision of **Media Prima-NSTP Humanitarian Fund (Medical)** assistance: **7 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** and **1 beneficiary of a 3D Boston brace** to help rectify her back bone and body posture.
- Provision of **TV3 Bersamamu: Media Prima Audio's Bersamamu #KitaJagaKita CSR Campaign** assisted **480 beneficiaries** whose livelihoods were severely affected by the Covid-19 pandemic.
- Media Prima Audio initiated a **30 Hari 30 Frontliners** campaign in collaboration with **CSR Central Sugars Refinery Sdn Bhd (CSR)** to show appreciation to frontliners for all their hard work, sacrifices and contributions. Selected frontliners, nominated by their friends and family, received RM500 cash and groceries.
- **Program Amal COVAiD #BaikSemula** initiated by **Media Prima Audio** and supported by **MPB platforms**. A 24-hour virtual programme which aimed to raise funds for the MPNHF's Bantuan Kemanusiaan Covid-19 campaign from 16 August - 4 September 2021. The show featured 43 artists and reached more than 70,000 views and more than 30,000 live conversations
- Provision of **TV3 Bersamamu** financial assistance: **87 cases** were featured in the TV3 Bersamamu television programme and capsules on TV3Malaysia Official YouTube channel.





# KEY ESG INITIATIVES IN Q3 2021

## *Creating Positive, Lasting Change in Communities*

- Provision of **Bantuan Metro Prihatin** financial assistance: **2 cases** were highlighted in Harian Metro.
- **Kotak Rezeki Harian Metro** collaborated with the sweetened creamer company, **Hijrah** to help the B40 group in the Klang Valley who are facing various socio-economic problems due to the Covid-19 pandemic. The initiative assisted 500 beneficiaries.
- **WOWSHOP's** fundraising campaign to assist Government hospitals during the pandemic. For every **HETCH** product sold on WOWSHOP during the campaign period from 20 July-31 August 2021, RM10 was donated to **MPNHF's Bantuan Kemanusiaan Covid-19 campaign**.
- **Program Titipan Kasih Khas Harian Metro** collaborated with **EZ Qurban** to perform Ibadah Qurban in conjunction with Eid Al-Adha this year; and also collaborated with **Kedai Ayamas** for a food basket initiative for the B40 community.
- **Tabung Kemanusiaan Palestin Media Prima** collaborated with **Mercy Malaysia** and **Malaysian Relief Agency** to supply health facilities' equipment and infrastructure, medical rehabilitation for **64 community health workers** and **64 caregivers in Palestine**. The contributions included a health kit (Facemask, vitamin C, D, Zinc, and health flyers), food baskets to **1,000 families**, **100 medical kits**, and healthcare equipments such as wheelchairs and assistive devices. Fund were also channeled to WASH (Water, Sanitation and Hygiene), a clean water project. Assistance was also provided for internally displaced people in need of financial support to rent houses and for the purchase of supplies of non-food items.



# KEY ESG INITIATIVES IN Q3 2021

## *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*

- **Media Prima Omnia** launched a new business platform, **OmniaUSB (Usahawan Social Biz)**, which aims to nurture and assist local SMEs to bounce back from the impact of the Covid-19 pandemic. The programme involves connecting SME business owners with media experts for brand awareness and promotions, and also with digital oracles, business gurus and key service providers to help improve their business.

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

**RM1.2M**

in donations collected  
(July-September 2021)



**RM1.9M**

disbursed  
(July-September 2021)

## 01 Appendix



# STATEMENT OF COMPREHENSIVE INCOME

RM'000	9M FY21	9M FY20	Change (%)
<b>Gross revenue</b>	927,218	841,989	10
<b>Net revenue</b>	<b>804,287</b>	<b>743,479</b>	<b>8</b>
Royalties	337	1,560	(78)
<b>Net revenue after royalties</b>	<b>804,624</b>	<b>745,039</b>	<b>8</b>
Direct costs	(333,602)	(310,208)	(8)
<b>Contribution</b>	<b>471,022</b>	<b>434,831</b>	<b>8</b>
Other income	5,017	12,734	(61)
Overheads	(360,338)	(379,487)	5
<b>EBITDA</b>	<b>115,701</b>	<b>68,078</b>	<b>70</b>
Finance income	4,407	5,288	(17)
Finance costs	(11,704)	(13,488)	13
Depreciation and amortisation	(65,552)	(86,676)	24
<b>Profit/(loss) from operations</b>	<b>42,852</b>	<b>(26,798)</b>	<b>&gt;100</b>
Share of associates' results	(186)	(121)	(54)
<b>PBT/(LBT)</b>	<b>42,666</b>	<b>(26,919)</b>	<b>&gt;100</b>
Taxation	(19,286)	(9,300)	(>100)
<b>PAT/(LAT)</b>	<b>23,380</b>	<b>(36,219)</b>	<b>&gt;100</b>
Attributed to minority interests	2,909	(996)	>100
<b>PATAMI/(LATAMI)</b>	<b>26,289</b>	<b>(37,215)</b>	<b>&gt;100</b>
<b>EBITDA margin</b>	<b>14%</b>	<b>9%</b>	
<b>PATAMI/(LATAMI) margin</b>	<b>3%</b>	<b>(5%)</b>	

## Key Highlights

**Net revenue grew by 8%** contributed by higher advertising revenue.

Continuous cost saving initiatives are reflected in the **5% reduction in overheads** against 9MFY20.

**THANK YOU**

[www.mediaprima.com.my](http://www.mediaprima.com.my)