

FY21 Investor Presentation

Financial and Business Review for the Financial Year Ended
31 December 2021



media prima



Malaysia's Leading
Integrated Media Group

DISCLAIMER

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

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

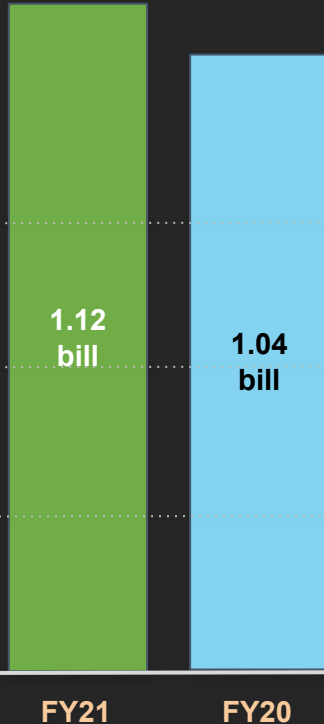
We caution that these forward-looking statements are not statements of historical facts and are subject to risks and uncertainties not in the control of MPB, including, without limitation, economic, competitive, governmental, regulatory, technological and other factors that may affect MPB's operations.

Unless otherwise required by law, MPB disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Although we believe the expectations reflected in forward-looking statements are reasonable we cannot guarantee future results, levels of activity, performance or achievements.

We Go for Growth

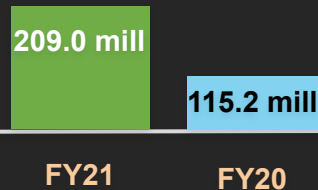
Posted a PAT of RM51.6 million for FY21

Revenue ↑ 8%

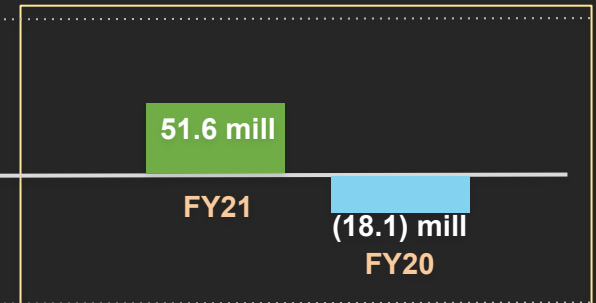


- Despite the challenges affecting the media industry due to the Covid-19 pandemic, our **revenue increased by 8% to RM1.1 billion in FY21** against RM1.0 billion in FY20, backed by stronger advertising revenue supported by our sales arm, Omnia.
- Posted a **PAT of RM51.6 million for the FY21**, reversing a LAT of RM18.1 million in FY20, contributed by the higher revenue and lower operating cost achieved through various cost management initiatives.

EBITDA ↑ 81%

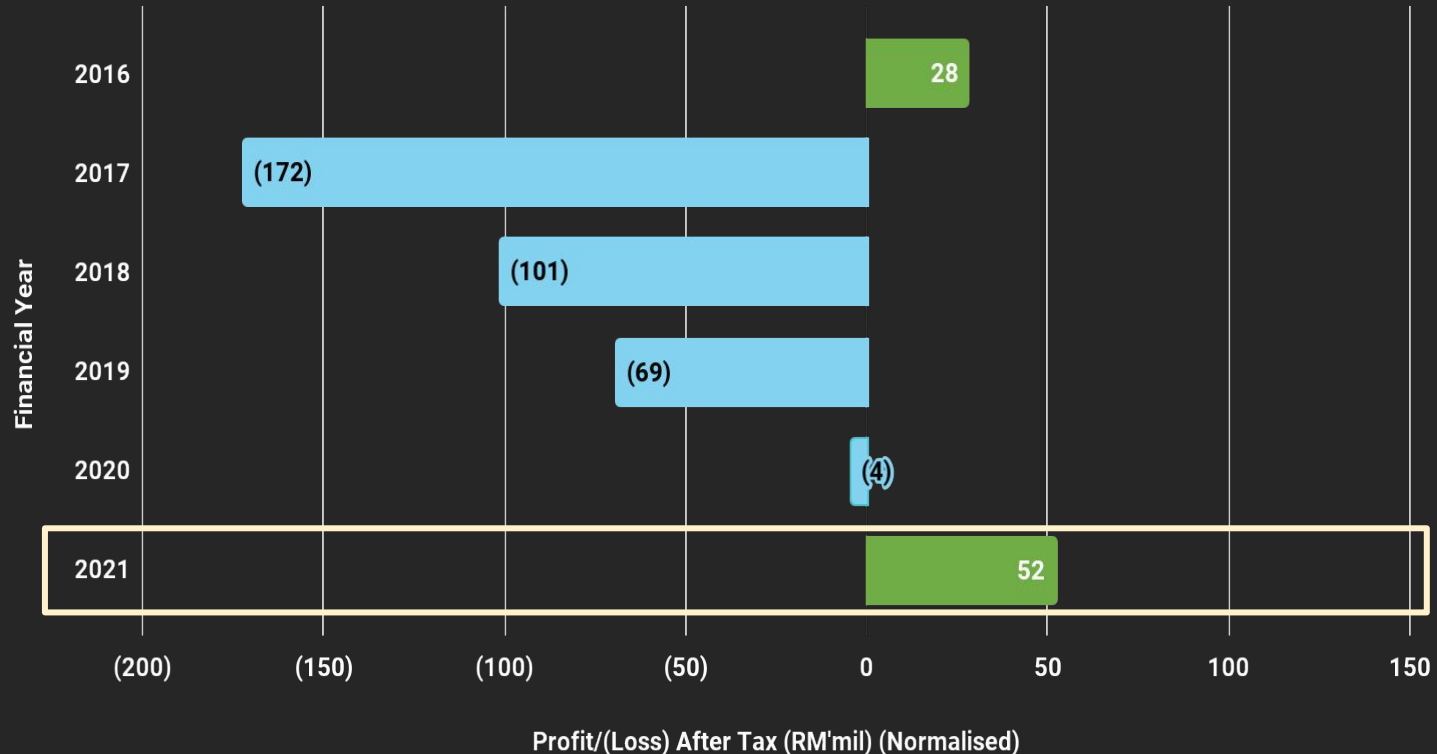


Profit after Tax ↑ >100%



We Go for Growth

First Full Year Of Operational Profitability Since FY16



We Go for Growth

Revenue Growth in Advertising and Content Sales

Net Revenue	FY21	FY20	Change
	RM'000		%
Advertising revenue	745,345	642,875	16
Newspaper sales	37,592	47,186	(20)
Newspaper printing & distribution	18,760	15,151	24
Content production	1,631	3,196	(49)
Content sales	42,938	14,232	>100
Sale of home shopping goods	267,924	308,865	(13)
Others (rental income, license income etc)	5,998	10,060	(40)
Total net revenue	1,120,188	1,041,565	8

16% growth in advertising revenue driven by an integrated approach to advertising spearheaded by Omnia.

Content sales revenue tripled in FY21 against the previous year, underscoring the successful execution of our content distribution and programming strategy.

We Go for Growth

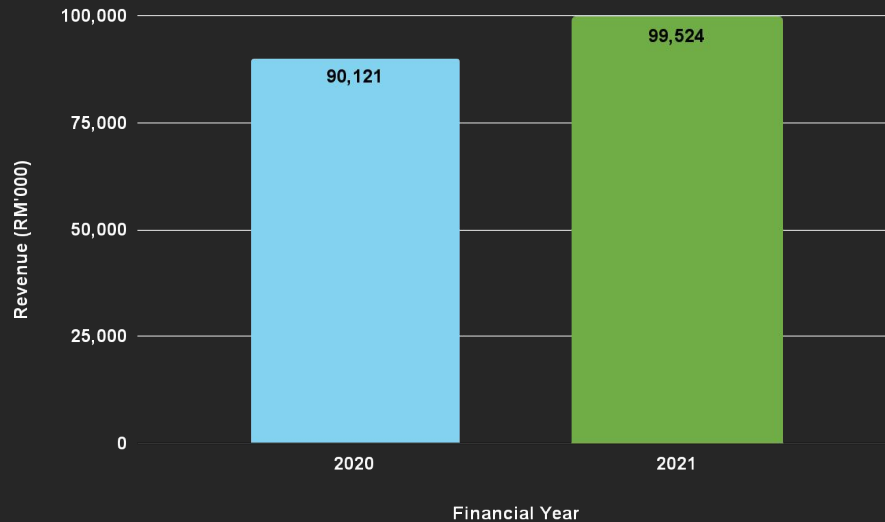
Group's Strongest Normalized Earnings Performance since 4QFY15

RM million	1QFY21	2QFY21	3QFY21	4QFY21	4QFY20
Revenue	254.5	292.4	257.3	315.9	298.1
EBITDA	36.5	44.0	35.2	93.3	47.1
Profit After Tax	4.2	12.7	6.6	28.2	18.1

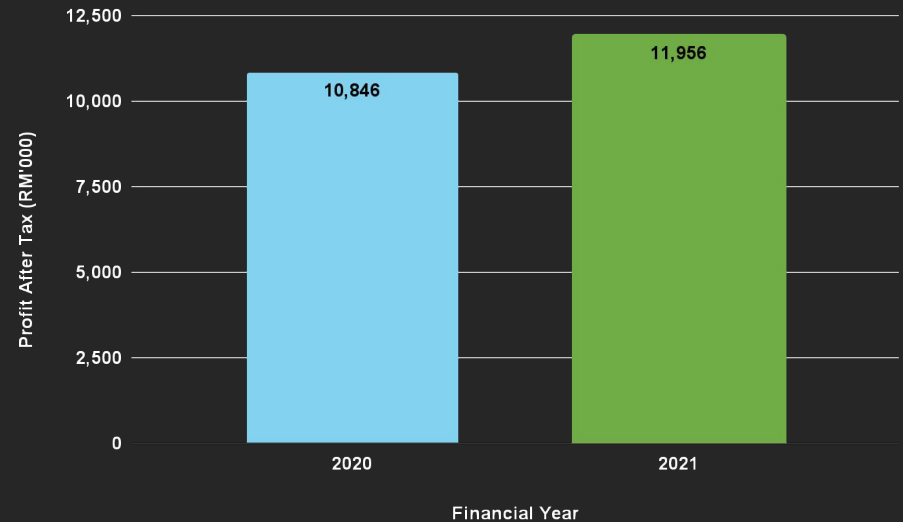
- **Revenue increased by 6%** from RM298.1 million in 4QFY20 to RM315.9 million in 4QFY21 driven by strong advertising sales from early marketing campaigns for the Chinese New Year festive period.
- Posted a **4QFY21 PAT of RM28.2 million** compared to a PAT of RM18.1 million in 4QFY20.
- **Sixth consecutive profitable quarter** since 3QFY20.
- 4QFY21 PAT of RM28.2 million is our **highest PAT since 4QFY15**.

We Go for Growth

Revenue and Earnings Growth for our Digital Business



10% growth in Group's digital revenue



10% growth in PAT

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Publishing Returns to the Black in FY21 on the Back of a More Optimal Cost Structure and Growth in Newspaper Printing and Distribution Revenue of >20% in FY21



a media prima company



NEW STRAITS TIMES



Harian Metro

8.0
million



7.4
million



Online news portals myMetro (hmetro.com.my) and BH Online (bharian.com.my) ranked as the most read online news portals in Malaysia with 8.0 million and 7.4 million average monthly unique visitors respectively in FY21.

+PRINTING FOR OTHER PUBLICATIONS

We Go for Growth

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Another Profitable Year for WOWSHOP - Continue to Defend Its Position as a Leading Commerce Network Amid Intensified Competition

Q4 2021 CUSTOMERS & SALES CONTRIBUTION

>100,000

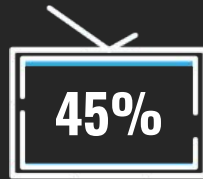
New customers
In 4Q FY21



Mobile and web

>3.0M

Registered Customers
as at 31 December 2021



Television

BEST SELLING PRODUCTS IN 4Q FY21



GINTELL SmarTrek
Treadmill



CaseWalker Volar
4-in-1 Luggage Set



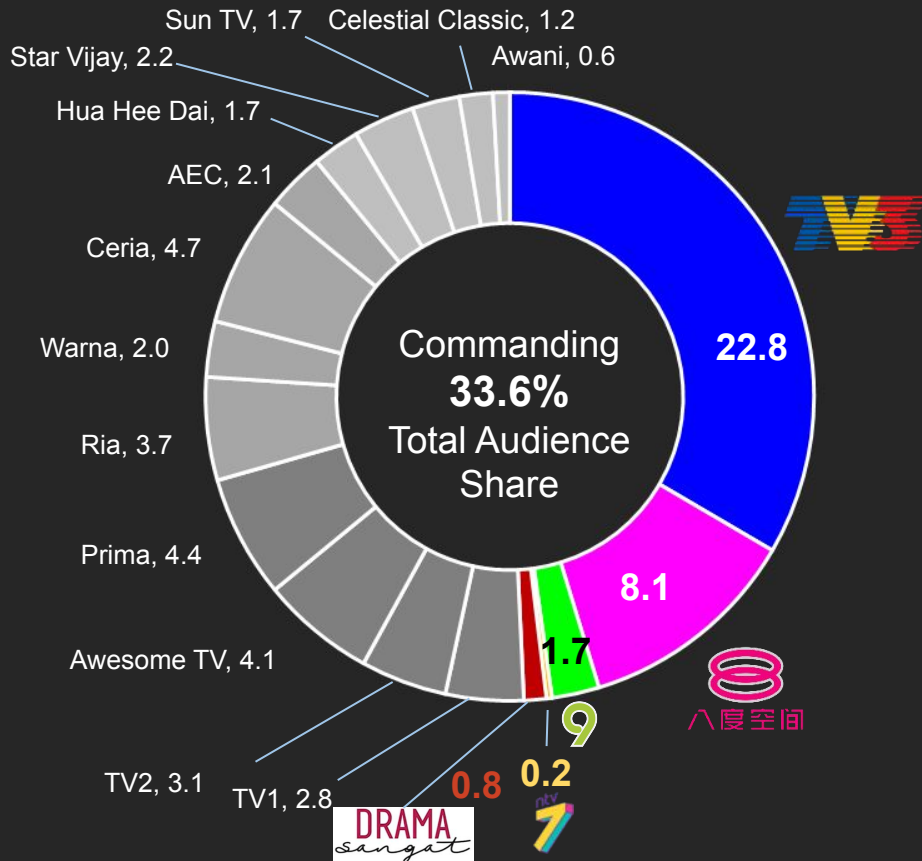
Eliza Microfibre
Towel



We Command A Strong Presence In Malaysia

Strong Presence On Malaysian Television

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Remained the most watched television network with our channels, TV3, TV9, 8TV and ntv7 capturing over 33.6% of Malaysia's television audiences.

- TV3 dominates the Malay 4+ segment with a 31.8% audience share.
- TV3 has 27% share among Malay 4+ Astro subscribers audience.
- 8TV reaffirmed itself as the number one Chinese-language station in Malaysia, dominating with a 40.6% of the Chinese 4+ segment.

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

We Command A Strong Digital Presence

Largest Reach On Mobile Devices In Malaysia

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14.7m

Total monthly unique visitors on mobile in Malaysia for FY21

14.7m

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MEDIA PRIMA GROUP

COMPANY X

GOOGLE

FACEBOOK

18.3m

YouTube subscribers for FY21

15.2m

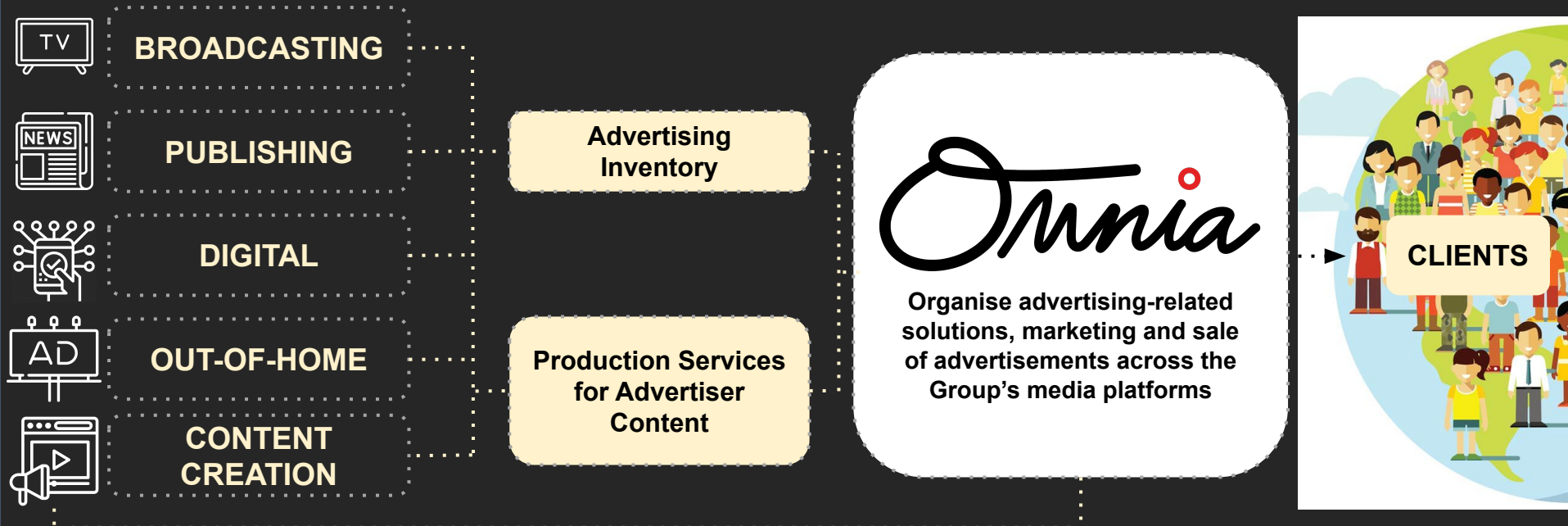
Unique Malaysians on desktop & mobile for FY21. We are the third largest company for digital reach

60.4m

Facebook & Instagram followers for FY21

We Deliver Solutions

Omnia - an integrated solutions provider offering creative services & integrated marketing solutions across all our platforms



- 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.

Offering Compelling Brand Campaigns, Events and Creative Advertiser Content Solutions



We Deliver Solutions

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Premierised Out-Of-Home Advertising Solutions



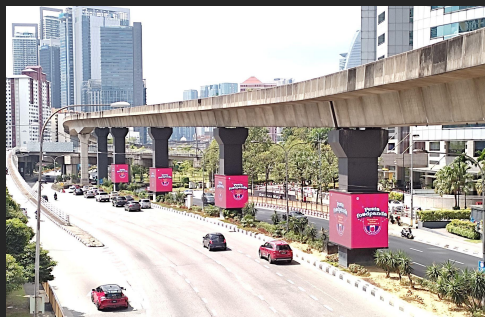
New Vertical Beamer at SPRINT Highway



New Vertical Beamer at SPRINT Highway



Netflix's The Witcher campaign at Jalan Ampang



Foodpanda's Pesta Panda campaign at Jalan Bangsar



Lazada's Super Show campaign at Nu Sentral

BIG TREE

TRC

KURNIA
OUTDOOR

GOTCHA

UPD

BT SJ

28

DIGITAL
SITES

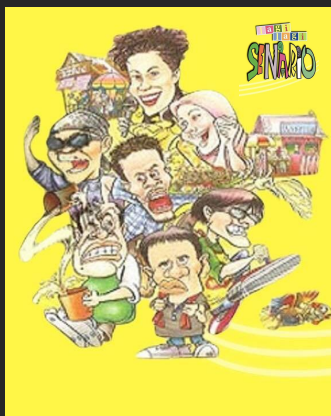
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DIGITAL
SCREEN UNITS

We Are Malaysia's Biggest Content Production House

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Pushing our Top Content on Streaming Platforms



We Leverage Our Popular IPs Beyond TV

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Ejen Ali hits Beyond the Screen



Ejen Ali Mobile App

Another milestone achieved by Ejen Ali mobile app, hit almost 100K monthly active users in October 2021.

Ejen Ali
Did it again!



Ejen Ali Merchandise

Brands such as Carrie BacBuster and BATA have collaborated with our Ejen Ali IP on their merchandise. Ejen Ali merchandise are also distributed by Mydin, one of Malaysia's leading retailers.



Ejen Ali Season 3

Release in 2022 in four territories — Malaysia, Indonesia, Singapore and Thailand. This also marks Malaysia's first animation co-production with Disney+ Hotstar from Primeworks Studios and WAU Animation.

We Broadcast the Best Local Entertainment & Deliver Trusted News and Updates

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News and Current Affairs & Entertainment Programmes Continue to Command Top Viewership Ratings



2.6M VIEWERS



2.3M VIEWERS



2.0M VIEWERS



2.6M VIEWERS



2.0M VIEWERS



2.1M VIEWERS



1.9M VIEWERS



1.6M VIEWERS

Source: Nielsen Audience Measurement (October 2021 to December 2021)

We Broadcast the Best Local Entertainment & Deliver Trusted News and Updates

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Expanding Our Radio Station Line-Up With The Introduction Of Molek Fm For The East Coast Audience

>5M

weekly listeners

media

prima audio

>18M

digital listens (Q4 2021)

hotfm

FLYFM

buletin fm

8 FM

molekfm

RADIO+



Sources:

Gfk Radio Audience Measurement Wave 2, 2021

Combined data from Radioactive, Whooshkaa, YouTube

We are Committed to being a Good Corporate Citizen

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Key Social Impact in 4QFY21

- **Flood relief and assistance under Tabung Bencana NSTP-Media Prima** includes distribution of 280 sets of hygiene kits consisting of hygiene items and basic medication to the flood victims in Hulu Langat. Continuous flood relief efforts throughout the nation which includes funding repair works of affected public buildings such as schools, mosques, community halls and the disbursement of cash vouchers.
- **Flood relief and assistance under Media Prima Audio's Misi Banjir** initiative.
- In support of their staff members who had been affected by the recent flooding in various states across Malaysia, **Media Prima Television Networks** and **The New Straits Times Press (Malaysia) Berhad** helped with **in-kind assistance** in the form of essentials such as food and drinks, basic necessity care packs, home appliances as well as financial aid.
- **Media Prima Omnia** through **Jom Heboh Di Rumah's** joint initiative with Beras ERA sees the **delivery of Beras ERA rice supplied** to eight (8) retirement homes and orphanages in October 2021.
- **Titipan Kasih Harian Metro** collaborated with McDonald's and Ronald McDonald House Charities under the Program Komuniti McDonald's and Ronald McDonald House Charities to bring cheer to the underprivileged children across the country in conjunction with McDonald's Children Community Month in 2021. The community programme involved five (5) underprivileged homes located in Kuala Lumpur, Selangor, Negeri Sembilan and Penang.
- Harian Metro collaborated with Goodday Milk to bring cheer to young Covid-19 patients with the news design and unique of personal protective equipment (PPE) suit named 'Goodday Happee PPEs'. A total of **10,000 units of Goodday Happee PPEs were produced and donated** to nine (9) hospitals under KPJ Healthcare Berhad, including one (1) KPJ Private Ambulatory Care Centre, Tawakkal Health Centre.



We are Committed to being a Good Corporate Citizen

Key Social Impact in 4QFY21

- Provision of **financial assistance for 11 surgeries** conducted at Gleneagles Hospital Kuala Lumpur and Sunway Medical Centre, Petaling Jaya.
- Provision of **financial assistance for a Boston 3D brace** to 1 beneficiary for the correction of Thoracolumbar spine from Teh Lin Prosthetic & Orthopaedic Co.
- Provision of **financial assistance for 51 cases** that were featured in TV3's Bersamamu television programme and on TV3Malaysia official YouTube channel.



We Are Committed to Responsible Business Practices, Good Corporate Governance and Care for the Environment

We are a constituent of the FTSE4Good Bursa Malaysia Index

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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**

RM5.7M

disbursed
(January-December 2021)

Our Commitment to Reward Shareholders

Proposed Dividend for FYE 2021

- Declared a **first and final dividend of 1.5 sen per ordinary share** for FY21.
- Dividend entitlement and payment dates of **4 May 2022** and **20 May 2022** respectively.

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Thank You





Appendix

FY21 STATEMENT OF COMPREHENSIVE INCOME

RM'000	FY21	FY20	Change (%)
Net revenue	1,120,188	1,041,565	8
- Direct cost	(432,467)	(428,990)	(1)
- Other operating expenses	(486,811)	(514,630)	5
Total operating expenses	(919,278)	(943,620)	3
Other operating income	8,107	17,249	(53)
EBITDA	209,017	115,194	81
Impairment of non-current assets	(18,034)	-	(>100)
Depreciation of right-of-use assets	(37,051)	(56,877)	35
Other depreciation	(53,176)	(54,260)	2
Amortisation of intangible assets	(1,462)	(1,745)	16
Finance income	5,980	6,704	(11)
Finance cost on lease liabilities	(7,816)	(11,085)	29
Finance cost on financial liabilities	(6,995)	(3,567)	(96)
Share of results of associates	(240)	(151)	(59)
Profit/(loss) before tax	90,223	(5,787)	>100
Taxation	(38,661)	(12,299)	(>100)
Profit/(loss) after tax	51,562	(18,086)	>100
- Profit/(loss) attributed to owners of the parent	55,231	(18,378)	>100
- (Loss)/profit attributed to NCI	(3,669)	292	(>100)
	51,562	(18,086)	>100
EBITDA margin	19%	11%	
PAT/(LAT) margin	5%	(2%)	

Key Highlights

Net revenue grew by 8% driven by higher advertising revenue.

Continuous cost saving initiatives are reflected in the **5% reduction in other operating expenses** against FY20.

FY21 SEGMENTAL REPORTING

(RM million)	Omnia	Broadcasting	OOH	Publishing	Digital Media	Content Creation	Home Shopping	Corporate	Elimination	Total
Net Revenue										
FY21	693,703	480,039	91,958	138,692	99,524	16,838	268,618	67,686	(736,870)	1,120,188
FY20	388,032	348,240	113,190	149,601	90,121	65,346	308,865	59,074	(480,904)	1,041,565
Change (%)	>100	38	(19)	(7)	10	(74)	(13)	15	53	8
PAT / (LAT)										
FY21	4,421	80,443	(36,232)	2,923	11,956	13,935	3,022	62,041	(90,947)	51,562
FY20	(12,099)	36,016	(5,171)	(26,678)	10,846	(6,151)	10,219	(49,634)	24,566	(18,086)
Change (%)	>100	>100	(>100)	>100	10	>100	(70)	>100	(>100)	>100