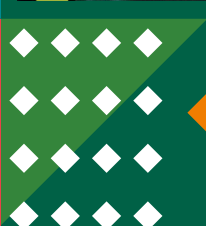


WE ARE

media prima



Sustainability Report 2021



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About This Report



ABOUT THIS STATEMENT

As the effects of the pandemic continue to be seen and experienced by businesses and individuals across the nation and the globe, it is more important than ever to build and strengthen business resilience. For Media Prima Berhad, business resilience and sustainability are about having a strong foundation in business fundamentals and constructing forward-looking plans to weather the storms.

This sustainability report provides an overview of how we are achieving this from the aspects of our economic, social and environmental initiatives and performance across the Group.

REPORTING APPROACH, GUIDELINES AND REFERENCES

We have reached out to our internal and external stakeholders this year to understand their expectations on matters that are material to the business. This report has been prepared in accordance with Bursa Malaysia Securities Berhad's Sustainability Reporting Guide (2nd Edition). We also use the Global Reporting Initiative (GRI) Standards as a reference, while aligning our efforts with United Nations Sustainable Development Goals (UNSDGs).

Bursa Malaysia Securities Berhad's Sustainability Reporting Guide (2nd Edition)

Global Reporting Initiative (GRI) Standards

United Nations Sustainability Development Goals (UN SDGs)

SCOPE OF REPORTING

The scope of this report covers key business units which form a group of media-related businesses in television and radio broadcast, print, content creation, digital, commerce, out-of-home media and sales. While our business operations are mainly in Malaysia, we also serve customers and viewers beyond our borders.

REPORTING PERIOD

1 January – 31 December 2021
(unless stated otherwise in the report)

Current figures are presented alongside data from 2019 and 2020 whenever possible to track and measure our progress.

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

Contact Number:
1300 300 672 | +603 2282 0353

Message From Our Chairman



Dear Shareholders,

As I write to you, I can only think that life is anything but predictable. In early 2020, we were unceremoniously introduced to the Covid-19 phenomenon, and most of us assumed that it would all be over in due time. Two years on, the fight against Covid-19 is still ongoing.

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

In the process, we all learnt to cope the best we can, responding with creativity, resilience and fortitude.

Moving towards greater corporate and societal sustainability, we have survived, even thrived, in these challenging times due mainly to our sensitivity to social trends and human needs.

Media Prima has the inspiring privilege to be able to reach millions daily. With that privilege comes the weight of great responsibility, one which we take on with awareness and commitment. We believe in inclusive sustainability and to achieve that, we have to think ahead of the curve, setting our sights on more profound challenges and bettering them.

Being a people-first organisation, we are always committed to protect the wellbeing of our employees that contribute towards

the stability of the Group and benefit our stakeholders. We have continued to be firm on health policies, requiring strict adherence to government health guidelines and rules. We have also supported our employees with their health needs, ensuring provision of preventive as well as rehabilitative healthcare.

Economically, our integrated solutions provider, Omnia, led the Group's contribution to value creation. We made great strides by offering marketing solutions across all our platforms, making branding, event-marketing and content dissemination more powerful and effective. This continuing and vibrant response to demand has seen our financial results grow sustainably.

The positive growth in our digital reach and influence reinforces our commitment to being the leading digital-first content

message from our group chairman

and commerce company. Innovation and agility have been key to this growth that has strengthened our position in the digital space. We have responded to the surge in demand for digital access by increasing our delivery of digital media through strategic collaborations and further expansion of our extensive network of digital brands.

Throughout our journey, our business reputation has been underpinned by the consistency of our product delivery channels, which we have been able to assure through robust maintenance protocols and highly-responsive back-up and recovery mechanisms. This is not just a business necessity but, to us, a social obligation. The commercial value of delivering our promise is eclipsed by our concern for wider socio-economic wellbeing.

Continuing in that same vein, permit me to reference former US president Franklin D. Roosevelt, who said, “the test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little.” This quote exemplifies what we feel at the core, that we can and must help the less fortunate.

At Media Prima, we do this by addressing the plight of our communities through the Media Prima-NSTP Humanitarian Fund (MPNHF). In 2021, we disbursed

a total of RM5.6 million worth of public donations received through the MPNHF to support those in need, focusing on medical assistance, disaster relief and poverty alleviation. All contributions were channelled to respective causes, while all administrative costs were borne by us. These contributions helped fund life-saving surgeries, medical treatments and welfare aid to the underprivileged, among others.

In addition, we continue bringing much benefit to different causes through our other benevolent channels like TV3 Bersamamu, Bantuan Metro Prihatin, Bantuan Kemanusiaan Covid-19 and Tabung Bencana NSTP-Media Prima.

Finally, we were also able to make a difference in the nation’s education by providing broader access to learning in 2021 through the launch of DidikTV KPM. This programme, produced in collaboration with Malaysia’s Ministry of Education, has enabled us to reach millions of students because of its refreshing and relevant content as well as its free-to-air platform. Data has shown that examination results have actually improved despite rural learning challenges during extended periods of lockdown, and DidikTV KPM has played a vital role in spearheading this evolution. Now, students nationwide have greater educational resources, irrespective of their location or economic stratum.

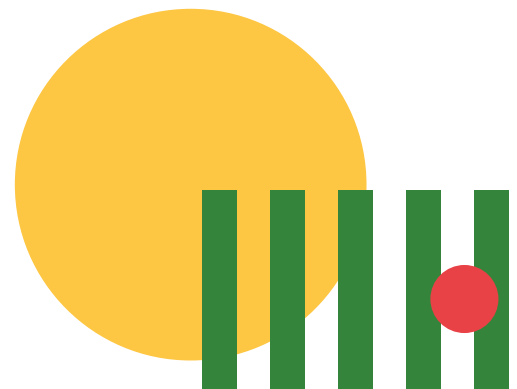
In conclusion, my dear shareholders, let me leave you with three points:

1. *Sustainability at Media Prima is a journey.* The horizon is always moving as the needs of the world change constantly and, often, unpredictably. We commit to keep spry and responsive in this journey.
2. *Sustainability at Media Prima is gratifying.* While we bring value to ourselves and the community around us, we are also in a unique position to lead and inform the conscience of our nation. We are thankful that we continue to fulfil this role with integrity and passion.
3. *Sustainability at Media Prima is unifying.* The different generations and socio-economic echelons of today are all inspired by sustainability. It is the rallying word that pulls people together around a worthy cause. We are committed to bringing cohesiveness in this movement through our expertise in people connection.

Yours Sincerely,

DATUK SERI (DR) SYED HUSSIAN BIN SYED JUNID

Group Chairman



Group Profile

Media Prima Berhad (“Media Prima” or the “Group”) is Malaysia’s leading fully-integrated media company with a complete range of media-related businesses in television, print, radio, out-of-home advertising, content creation, and digital media.

KEY BUSINESS UNITS AND ENTITIES



Media Prima Omnia

is an Integrated solutions provider that specialises in brand campaigns, events, and creative content. Omnia brings together all of Media Prima’s platforms and impacts:

- ⇒ 98% of Malaysian households
- ⇒ 24 million daily audiences



Media Prima Audio

aims to be Malaysia’s No. 1 Audio Broadcaster across all three vernaculars (Bahasa Malaysia, English, and Chinese) by creating the best content that will resonate with Malaysians.



New Straits Times Press

is the nation’s leading news media with over 175 years of journalism and printing footprint, and the most preferred online news portals in Malaysia. Our most recognised news brands include New Straits Times, Berita Harian and Harian Metro.



Media Prima Television Networks

is the Group’s television networks consisting of:

- ⇒ Television channels: TV3, TV9, 8TV, ntv7
- ⇒ WOWSHOP: An innovative home shopping network
- ⇒ Primeworks Studios: An award-winning content creator and one of Asia’s largest production company
- ⇒ tonton: Malaysia’s pioneer OTT platform, offering exciting live content in HD and premium movies and shows
- ⇒ Alternate Records & Talents (formerly Monkey Bone Records): An established music and talent agency



BIG TREE

Big Tree

is the leader in Malaysia’s out-of-home (OOH) advertising business. Platforms include:

- ⇒ Cities
- ⇒ Expressways
- ⇒ Transport networks
- ⇒ Retail centres



REV Media Group

is Malaysia’s leading digital publisher, representing over 35 top authority brands through an enormous distribution network that reaches over 15 million people each month, accounting for around 80% of the country’s online population.

Membership in Associations

Media Prima is a member of several industry associations and has actively contributed as thought leaders in the industry:

Malaysian Advertisers Association (MAA)

Malaysian Direct Distributors Association (MDDA)

Endeavor Malaysia

Malaysian Digital Association (MDA)

Chairs Creative Content Association Malaysia (CCAM)

Cultural Economy Development Agency (CENDANA)

Persatuan Penerbit Filem Malaysia

Malaysian Press Institute (MPI)

Contribution as Subject Matter Experts

The Group is home to many specialists who contributed their expertise at various events throughout 2021.

Media Prima Omnia CEO, Datuk Michael Chan, who has been a mentor at Endeavor Malaysia since 2013 was invited to be part of their 2021 Local Selection Panel. This was an inaugural event to select, mentor and support high-impact entrepreneurs. In 2021, he was also a panelist of GroupM's SourceCode, Huawei Cloud Summit Malaysia, Appies Malaysia Marketing Campaign and the Malaysian Specialist Association (MSA) Awards.

Media Prima Television Networks & Primeworks Studios CEO, Dato' Khairul Anwar Salleh, represented the company as a panelist for Asia Video Summit and OTT Summit on the topic of Life In The Free Lane organised by the Asia Video Industry Association (AVIA).

Nini Yusof, Deputy CEO of Media Prima Television Networks was one of the panelists for Creative Content Association

Malaysia (CCAM), 4th Edition Connect Asia 2021:2.0 Interaction with Industry. She was on the Board of Governors for the 2021 Putra Brand Awards as well as an EXCO member of Persatuan Filem Malaysia.

Nazri Noran, Chief Executive Officer of Media Prima Audio and Mohamed Aafrin, Head of Technology and Innovation of Rev Media Audio, were speakers at the Malaysia Tech Month 2021. It was a month-long virtual curated event featuring energising digital and technology keynotes, workshops and more.

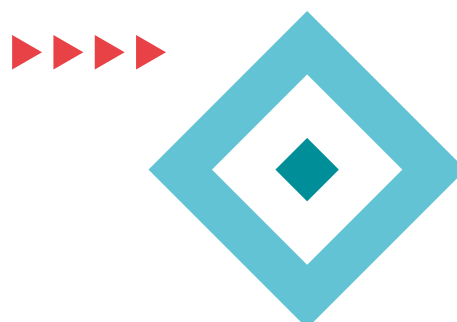
Hussain Jahit, Group Editor to Harian Metro is the Malaysia Press Institute's (MPI) Council of Administration member, as a representative of The New Straits Times Press to further the development of journalism in Malaysia.

Nicholas Sagau, Chief Operations Officer of REV Media Group, a frequent speaker and moderator at a variety of digital industry conferences and seminars, contributed on the topic of

opportunities in the gaming industry at the Digital Media Asia 2021 conference.

Dominic Loh, Head of Commerce and Optimisation of REV Media Group was a speaker at the How to Unlock Viral Success with Technology Webinar organised by ADA and the Insider.

REV Media Group also collaborated with the School of Malaysia Digital Association (MDA) to hold a virtual series on Content Marketing. Our leaders who contributed to this series include May Lim (Head of Strategy), Darian Goh and Jenna Chua (Strategy Lead), and Laila Zain (Head of English Network).



Sustainability Strategy

The Group's sustainability strategy is supported by our core focus areas – Economic, Environment, Social and Governance. Through our myriad of integrated media offerings, these focus areas remain our compass, purposeful in setting forth a sustainability agenda that will expand and grow in tandem with our ambitions.

As we continue to engage our stakeholders to practise mutual awareness and achieve a deeper understanding of material matters pertinent to our long-term success, the most important thing for us to remember is that sustainability is an ongoing journey rather than a destination. We will continue to support initiatives that champion responsible media and feed these into a bigger industry strategy that addresses key issues.

Our Vision

To be the leading digital-first content and commerce company

Our Mission

To enrich lives by informing, entertaining, and engaging across all media

Our Sustainability Core Focus Areas



Economic

Business practices that support and promote long-term economic growth



Environment

Resource efficiency and minimise environmental impact



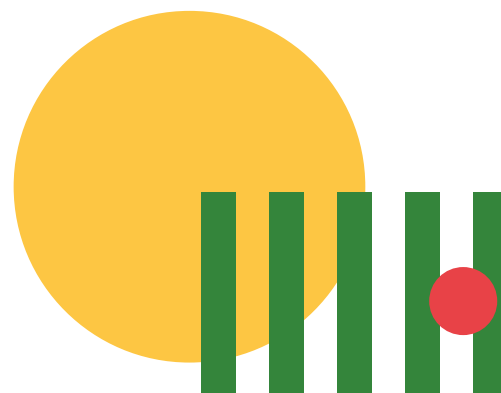
Social

Understanding human needs and managing business impact on people



Governance

Ethical business conduct that promotes accountability, transparency, integrity and honesty









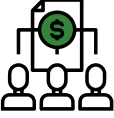
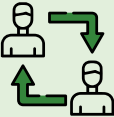
Key Stakeholders Engagement

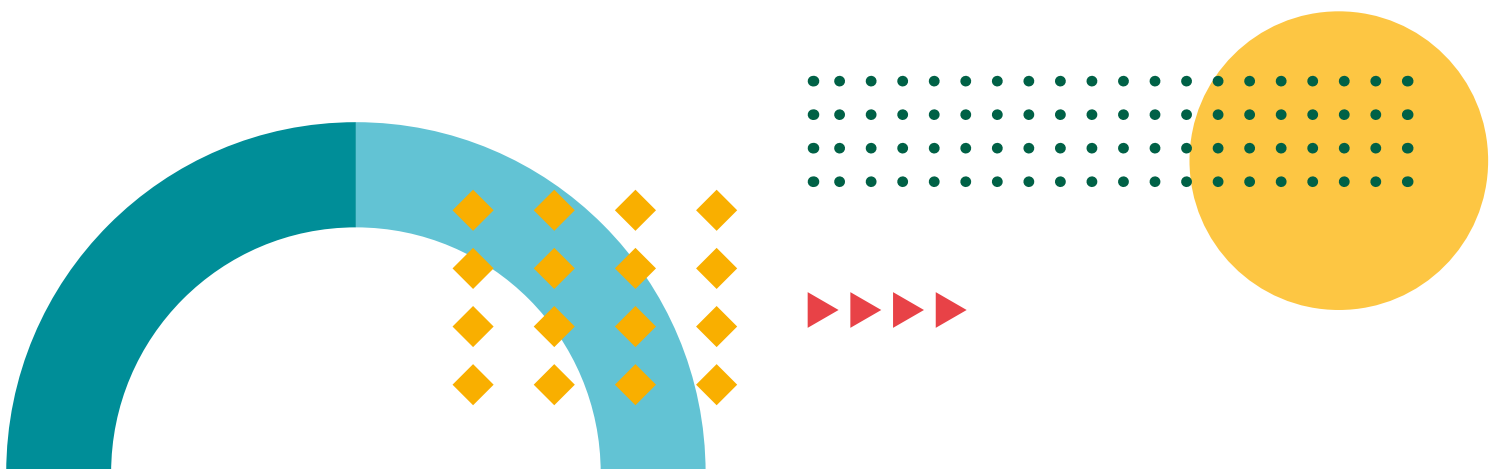
As an organisation that aims to enrich lives by informing, entertaining, and engaging across all media, our stakeholders are the heart of our daily operations. We regularly engage our stakeholders, seeking to build stronger relationships. This increases our accountability with our stakeholders while allowing us to better understand their expectations to enhance our sustainability strategies accordingly.

In 2021, the relentless disruptions caused by Covid-19 led to the continued use of virtual channels to engage with our stakeholders. For example, our Annual General Meeting (AGM) which was held through live streaming with remote participation and electronic voting.

The Stakeholder Engagement table below entails the formal and informal ways we stay connected to our stakeholders. Our key stakeholders include, but are not limited to, customers, employees, shareholders, analysts, investors, government bodies, regulators, public community, value chain partners, interest groups and industry peers.

STAKEHOLDER	METHODS OF ENGAGEMENT	AREAS OF INTEREST	ADDRESSING THEIR INTEREST
CUSTOMERS Including Viewers, Users, Listeners, Readers, Advertisers and Shoppers 	→ Customer satisfaction Surveys → Customer complaints tools → Social media → Websites → Materiality survey	→ 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 using our products/services.
EMPLOYEES 	→ Employee satisfaction survey → Employee engagement programme → Internal communications such as newsletters, the intranet and updates → Events and functions → Employee grievance system → Materiality survey	→ Equal opportunity → 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 	→ Regular communication → Reports and compliance → Periodic meetings → Regular environmental reporting to the Department of Environment → Materiality survey	→ Compliance to all regulations → Reducing our environmental footprint	We have established sustainability governance to manage risk, ensure compliance and operate with integrity at all times.
SHAREHOLDERS, ANALYSTS AND INVESTORS 	→ Results announcement meetings → Annual general meetings → Regular updates and communication → Investor roadshows → Materiality survey → Video conferencing and video calls	→ 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.

STAKEHOLDER	METHODS OF ENGAGEMENT	AREAS OF INTEREST	ADDRESSING THEIR INTEREST
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.
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.
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.

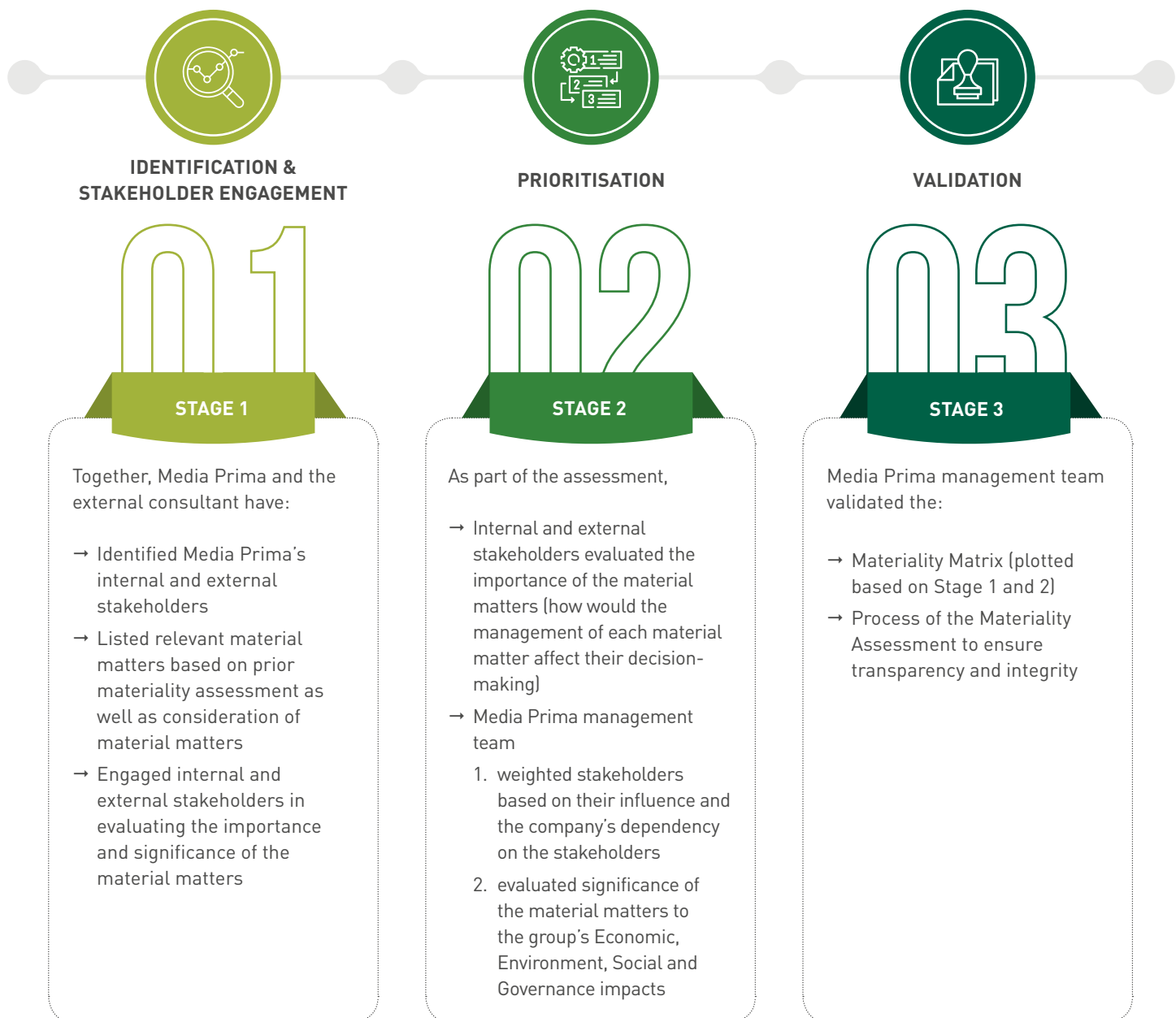


Materiality Assessment

Material matters are aspects that would affect our business ability to create value over time. Those that diminish value are known as 'risks' and those that support value creation are known as 'opportunities'. A Materiality Assessment is conducted to identify and prioritise sustainability matters that are important to Media Prima and its stakeholders.

In 2021, Media Prima engaged an external consultant to conduct a Materiality Assessment to review the relevance of identified material matters.

The process of Materiality Assessment is depicted below:

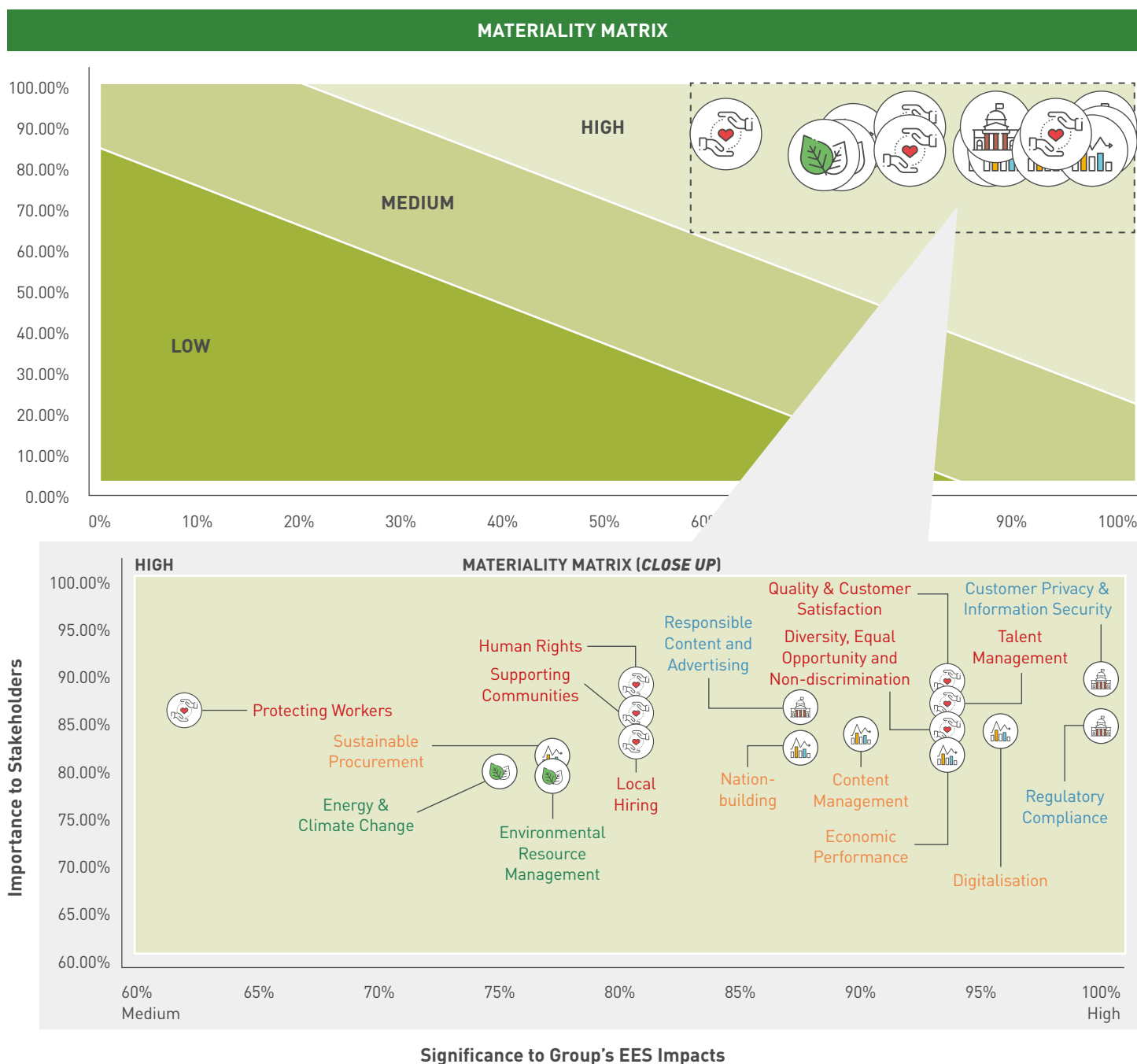


Based on the Materiality Matrix (see next page), all identified seventeen (17) material matters are of high importance and have been categorised into 4 aspects – Economic, Environment, Social and Governance.

This sustainability report will elaborate on the management of opportunities and risks for each of the material matters.

Materiality Matrix

Based on the materiality matrix below, seventeen (17) material matters were identified to be of high priority. The higher the material matter is on the graph, the more important the material matter is to our stakeholders; this would influence decision-making on their engagement with Media Prima. Material matters that are located towards the right most of the graph means that they would have significant impact to the Group's EES performance.







The material matters are categorised into the following four (4) aspects:



Alignment of Material Matters to UNSDG



GOVERNANCE

MATERIAL MATTERS	WHY IT MATTERS TO US	CONTRIBUTION TO UNSDG
M1 Regulatory Compliance	Prevent corrupt and anti-competitive behaviour and complying with all other economic, environmental and social legislation	
M2 Responsible Content and Advertising	Provide adequate and accurate information to our audience and leverage on our reach to advocate economic, environmental and social matters	
M3 Customer Privacy and Information Security	Protect the safety, interest and privacy of customers	 







ECONOMIC

MATERIAL MATTERS	WHY IT MATTERS TO US	CONTRIBUTION TO UNSDG
M4 Economic Performance	Ensure equity of the economic value generated and distributed among different stakeholders as well as the economic impacts throughout society	
M5 Nation-building	Develop local infrastructure and services which will have an impact on the local community	 
M6 Digitalisation	Stay competitive during rapid shifts in media landscape to digital advertising, home shopping, e-commerce, mobile apps and streaming	 
M7 Content Management	Manage content for traditional and digital distribution channels to ensure relevance	  
M8 Sustainable Procurement	Support of local suppliers and promote good environmental and social practices throughout the supply chain	
















ENVIRONMENT

MATERIAL MATTERS	WHY IT MATTERS TO US	CONTRIBUTION TO UNSDG
M9 Environmental Resource Management	Manage materials, water, effluents and waste used and produced by the company due to operational or non-operational activities	 
M10 Energy and Climate Change	Manage emissions and energy relating to company's operational and non-operational activities	 



SOCIAL

MATERIAL MATTERS	WHY IT MATTERS TO US	CONTRIBUTION TO UNSDG
M11 Talent Management	Be responsible and sustainable in hiring, recruitment, retention, working conditions as well as training, upgrading employee skills, performance and career development	 
M12 Local Hiring	Contribute to economic development in local areas and communities in which we operate	  
M13 Protecting Workers and Human Rights	Protect workers' rights to join unions, enjoy a healthy and safe working environment, work without force or coercion. This includes protecting human rights, especially those from the minority group as well as young talents	 
M14 Diversity, Equal Opportunity and Non-discrimination	Ensure diversity and equal opportunity at work, eliminating all forms of discrimination	
M15 Supporting Communities	Support those living and/or working in areas that are economically, socially or environmentally within our reach	   
M16 Quality and Customer Satisfaction	Promoting quality throughout operations to ensure high levels of customer satisfaction	

Economic

INTRODUCTION



Economic sustainability refers to practices that support the long-term economic growth and development of our organisation.

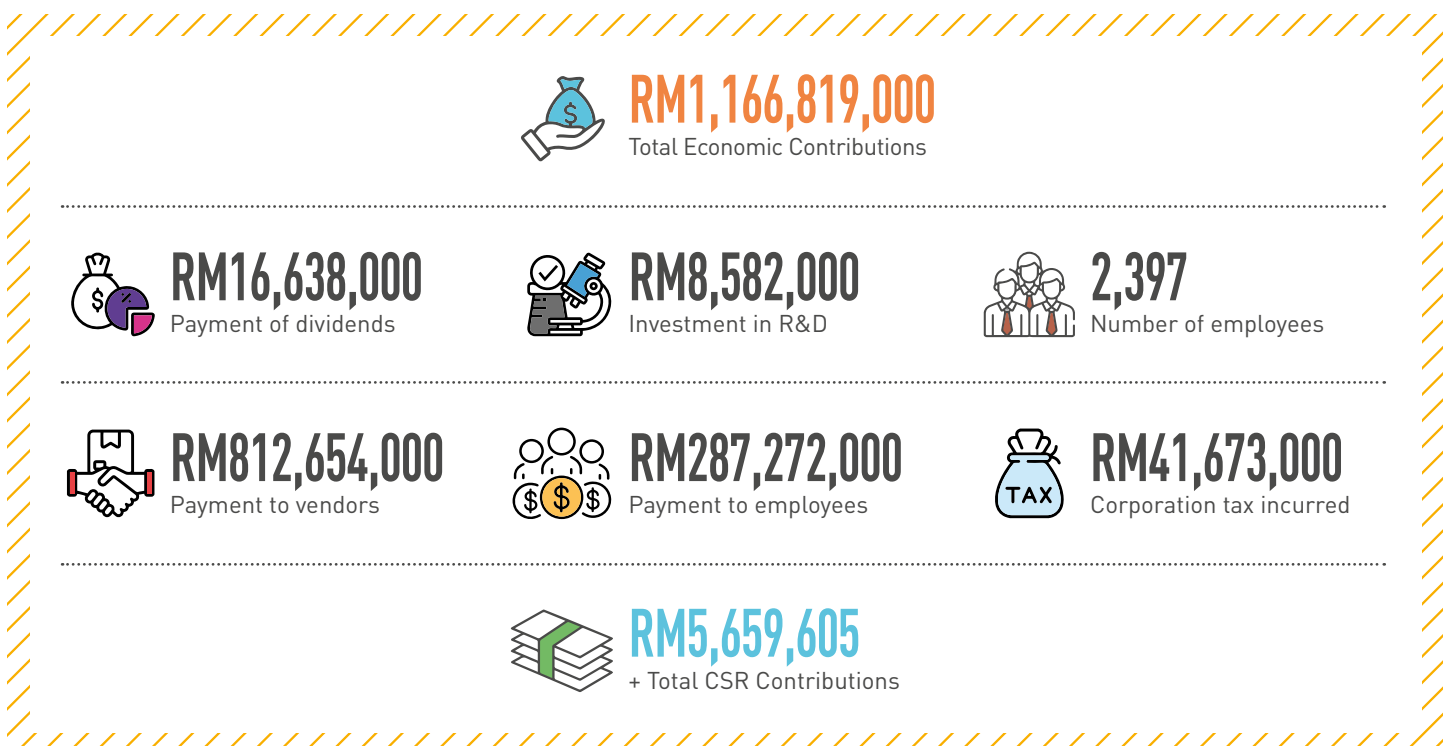
Our materiality matrix identifies the following Economic material matters that are of strategic importance to business and stakeholders for continued business success and profitability.



In this Economic section, we address how the above topics impact corporate and economic value creation by considering strategy, risks, market opportunities and business innovations to drive long-term sustainability and shareholder value.

ECONOMIC PERFORMANCE AND NATION-BUILDING

The Group understands the importance of its role in ensuring strong economic performance such that it will be able to positively contribute to all its stakeholders as well as the nation's Gross Domestic Product (GDP). Below are some of the Group's economic contributions to the industry for 2021:



Considering the overwhelming increase in internet usage over the past decade, it is no surprise that the euphoria surrounding digitalisation continues. Companies try their best to be agile and adapt to changes in consumer demand and behaviour. Viewing habits have dramatically shifted towards digital channels, calling for strategic collaboration to increase content sales and audience reach.

While new media has its excitement and cost appeal, it was traditional media advertising that led the Group's 2021 performance with strong growth. The 'Omnia Solution', for instance, gained fast traction due to its wide reach to its intended target audience.

To achieve the full potential of audience reach, the Group continued to pursue 'tradigital' engagement channels — referring to traditional media that now offers digital components. For instance, print publications offering digital editions (NSTP), digital audio (Audio+), streaming media services (Disney+ Hotstar, iQiyi and WeTV), and mobile app affiliated with TV station for eCommerce (WOWSHOP).

Our digital team worked closely with our valued clients to deliver leaner strategies, targeting organic engagement with high potential for translation to sales revenue. Our data-driven digital channels are highly trackable, giving precious insights on demographics and consumer habits that are imperative to any media campaign.

In view of Media Prima's business longevity, we must remain adaptable and strategic in our value creation, integrating both digital and traditional channels to propel us ahead as the leader in the media industry.

INTEGRATED SOLUTIONS IN ADVERTISING SPACE

Leveraging their profound understanding of Malaysians, Media Prima Omnia (Omnia) made great strides in revenue growth with its integrated solutions that reached out to 98% of households, penetrating various layers of society. One of the key campaigns in 2021 which demonstrated Omnia's expertise and effectiveness was the multi-platform collaboration with Lazada. The "Lazada 11.11 Super Show" was broadcasted simultaneously on TV3 and ntv7 with a simulcast on YouTube, Facebook Live and 11 Big Tree Powerscreens.

This overwhelming success of the "Lazada 11.11 Super Show" earned the title as the Biggest Branded Content ever in Malaysia with:

Over

5,000,000

viewers



More

App Downloads

During the 3 hours compared than previous 1 month cumulative



More than

2X

Gross Merchandise Value and Daily Active Users compared to 2017



▲ The "Lazada 11.11 Super Show" in 2021 earned the title as the Biggest Branded Content ever in Malaysia.

economic



The Keluarga Epik television drama which achieved a viewership of 2.3 million viewers is another example of successful client collaboration. Samsung's advertising via Media Prima content, platforms and products has grown 225% since Omnia's inception in 2020. Famili Duo, Foodpanda's popular 8-episode TV3 entertainment show garnered an average viewership rating of 1.8 million in 2021. Foodpanda's ads spent with Omnia grew by 72.5% since 2020, while another client, Shopee, grew by 205.8%. In 2021, Shopee live shows on TV3 and 8TV reached 1.5 million viewership.

With Omnia as their trusted partner, Disney+ Hotstar has also achieved effective brand expansion with campaigns across TV3, 8TV, all Media Prima radio stations and out-of-home (OOH) media, announcing their launch with outstanding prominence.

Moving into 2022, Omnia strives to gain momentum by looking for more collaborations to accelerate revenue-generating initiatives that help clients achieve their intended reach through our advertising, digital and commerce businesses.

ADDITIONAL CHANNEL FOR EQUITABLE QUALITY EDUCATION

DidikTV KPM, launched in February 2021, was conceptualised by the Ministry of Education and Media Prima to provide additional access to quality education for students nationwide.

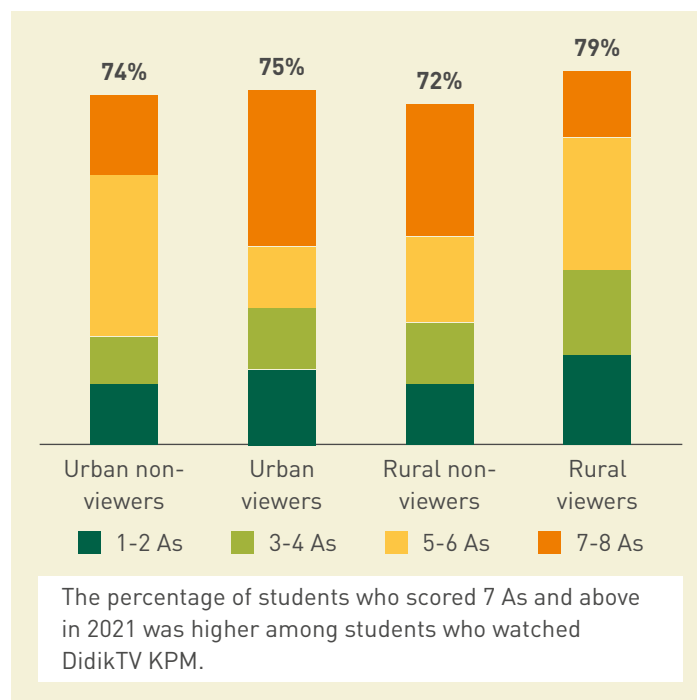


The channel broadcasts teaching and learning content based on the Ministry of Education's curriculum and co-curriculum. DidikTV KPM is an added learning tool for school children who rely on online learning, especially during the MCO.

The top medium in Malaysia that can provide mass access without concerns about the availability of digital infrastructure is the "free-to-air" terrestrial TV. This led to the partnership between the Ministry of Education (MoE) and Media Prima to formalise and produce DidikTV KPM. Aired daily on ntv7 with the collaboration of MoE's "Guru Cemerlang" as the on-screen mediator, DidikTV KPM aims to narrow the gaps on educational inequality.

"Road To Success, SPM", holds the highest rating on DidikTV KPM with 100% of respondents from both urban and rural SPM candidates agreeing to have followed the programme.

TOTAL GRADE A SCORERS



In a very short period after its inception, the nation experienced improved SPM results amongst the rural students despite the pandemic and limited learning resources. Not only did DidikTV KPM manage to reduce the curve on a prevailing issue of educational inequality, but it also helped elevate the education level for the rural sector students to have a more promising future.

Sources:

- Khazanah Research Institute, Covid19 and Unequal Learning,
- Institute of Democracy and Economic Affairs (IDEAS) Malaysia – Education During Covid-19,
- Department of Statistics Malaysia, Covid19 2020
- Ipsos Malaysia DidikTV KPM and SPM 2020 Results research paper.

STRATEGIC PARTNERSHIPS TO EXPAND REACH

The sustainability of media companies involves adapting to the shifting technological environment and taking advantage of strategic collaboration. As one of Malaysia's largest content production houses, Primeworks Studios benefitted from the fast-growing video streaming market. In 2021, we achieved an impressive 400% increase in content sales revenue driven by strategic partnerships with streaming services including – Disney+ Hotstar, iQiyi and WeTV. Our strong partnership with these international streaming platforms allowed us not only to expand our digital footprint and audience reach but to also promote Malaysian content overseas.

400%

Increase in content sales in FY21
against the previous year



Disney+ Hotstar's collaboration with Primeworks Studios is very much in line with the Group's strategy to align with major players in the global direct-to-consumer space, thus expanding our digital reach and bringing more Malaysian and Asian stories to the region and the world. Primeworks Studios is also proud to co-produce Malaysia's first animation with Disney+ Hotstar, Ejen Ali Season 3.



▲ Ejen Ali Season 3 will be the first Malaysian animation to be co-produced with Disney+ Hotstar.

Primeworks Studios teamed up with iQiyi to give exclusive first window broadcasting rights to the majority of TV3's highest-rated primetime dramas such as Gerak Khas Undercover and Shah Alam 40000. The iQIYI app houses more than 1,000 hours of premium local content. Besides catering to our local audiences, this allows our homegrown producers to reach an international audience.

The WeTV and Primeworks Studios partnership sees both parties working together to offer rich on-demand experiences to locals and viewers across Asia. A variety of content from Media Prima is readily available on the WeTV platform, including new and locally produced films such as Sang Pewaris. The co-production is expected to empower the local entertainment industry to progress in big digital strides.



economic

INTERACTIVE ADVERTISING FOR EFFECTIVE MARKETING

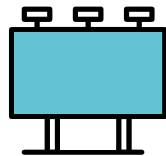
Big Tree is Malaysia's number one out-of-home advertising solutions provider, with nationwide reach across roads and expressways, transit systems, shopping malls and digital platforms. In May 2021, we launched our largest Digital Out-of-Home (DOOH) display named CuBig @ KLCC Junction. We received a consistent 90% occupancy since the launch of this screen in 2021. A monumental digital display equipped with stunning 3D and anamorphic visuals in the heart of the KL Golden Triangle, this screen is strategically located to captivate extensive audiences in the city centre. At this iconic location, audiences would be able to enjoy stimulating brand experiences, promoting lasting impressions of rich campaign creativity. In 2021, Netflix's explosive campaign featured stellar anamorphic content and a massive LED-lit balloon leering down at traffic from the rooftop of a 19-storey building.



▲ CuBig @ KLCC Junction received a consistent 90% occupancy in 2021.

90%

Content Occupancy for CuBig @ KLCC Junction in 2021



Big Tree continuously aspires to establish DOOH at locations that experience high-traffic and premium target audiences. Observing the trend of growing interest in DOOH, we increased our DOOH inventory in 2021 and plan to establish a greater coverage of premium DOOH in the Klang Valley and at multiple market centres in Malaysia. The rapid change in cityscapes also demands DOOH media to appear outstanding against the urban clutter. Big Tree aims to upgrade and create more contemporary upscale impressions incorporating modern aesthetics, such as our award-winning designs the Beamer Series @ SPRINT Highway.

We acknowledge that overall, 2021 was a year of soft market, with reduced road traffic and footfall for transit lines and malls. Affected by reduced demand, we went through a site rationalisation exercise, to identify and remove non-profitable sites. We also created flexible packages to stimulate advertising demand and to help advertisers achieve greater return on investment for their campaigns.



▲ Goodday engaged audiences along key roads with unmissable giant 3D-models of their products and icons.



STRATEGIC COLLABORATIONS AND EXPANSION

In October 2021, Media Prima announced its partnership with Celcom and LG Uplus to explore the potential of 5G content and services. The rising trend of video streaming made this strategic collaboration even more compelling. The focus is placed on delivering digital Korean entertainment content as well as local content such as travel vlogs using augmented/virtual reality (AR/VR) technology and 5G.

At Media Prima, we are constantly pushing our boundaries to have new and innovative ways for our audiences to consume content. 5G services will also enable us to obtain more insight and increase the efficiency of service delivery to homes and businesses.

In 2021, Free Malaysia Today (FMT) joined REV Media's News Network. FMT is also a leading digital news publisher with one of the highest readership for English medium at an average of 5 to 8 million monthly visitors. Additionally, FMT has a reach of 3 million people with 6.1 million engagements on Facebook, and over 300,000 subscribers on YouTube.

Our News Network today includes eight popular publications in English and Bahasa Malaysia. We rank among the top news sources for online readership in the country. Two of our news portals, myMetro (hmetro.com.my) and BH Online (bharian.com.my) are the most read online news portals in Malaysia with 8 million and 7.4 million average monthly unique visitors respectively. This puts us at the forefront in delivering accurate and verified news to our audiences.

ENTREPRENEURIAL SUPPORT PLATFORM

OmniaUSB (Usahawan Social Biz) is a new business platform that nurtures, defends and assists local micro and SMEs to bounce back from the impact of the Covid-19 pandemic. OmniaUSB provides business solutions, empowerment as well as development courses for companies and individuals to effectively navigate their businesses to increase overall sales and revenue.

Omnia shares its extensive offerings to the SME sector by dedicating a special team to ensure that their businesses stay relevant and remain competitive.

Through Omnia's network, OmniaUSB can link SME business owners with local media experts for brand awareness and promotions. OmniaUSB can also connect them with digital oracles, business gurus and key service providers. This provides members the opportunity to collaborate and form partnerships, which are out of reach for many local SME players. OmniaUSB aims to have 500 SMEs registered under its first phase.

Additionally, Usahawan Buletin FM is a campaign by Media Prima Audio to assist traders and budding entrepreneurs who aspire to start new businesses or grow their existing businesses. In 2021, Usahawan Buletin FM conducted two rounds of campaigns which saw two winners taking home business funds amounting to RM25,000 each and radio commercial slots worth RM175,000.



economic

FESTIVE CONTENT TO PROMOTE CULTURAL DIVERSITY

The pandemic continued to impact festive seasons in 2021. Celebrations were muted, as Malaysians were encouraged to practise movement restriction during the Movement Control Order (MCO). Nevertheless, the Group continued producing festive content in hopes of boosting the sombre atmosphere of the nation.

Leading up to Ramadhan, Media Prima Audio partnered with record label 1711 to produce two Raya songs. A music video was produced for each song and published on Hot FM YouTube channel.

One FM (now known as 8FM) together with 8TV also produced 2 Chinese New Year songs.



▲ **Salam Dari Jauh** by Mark Adam, Fizie, Riena Diana, Shila Amzah, Siti Nordiana, Ezwan Ariff and Adzrin.
592,000 YouTube views



▲ **Indahnya Syawal** by Deen, Haziq, Fad, Zetty, Amylea, Achey and Zulin Aziz.
316,000 YouTube views



▲ **Money Money Home** sung by Nicholas, Ding, Angeline (One FM announcers), Gary, Henley, Ley Teng, Orange, Rickman (8TV talents), Melissa (WOWSHOP), FS Fuying and Sam, May Ho, Stephy and Yise (KOL and artists).
1.35 million YouTube views



▲ **How Yun Cow Guo Lai** by Nicholas, William, Ding, Angeline and Hana
1.15 million YouTube views

CONTRIBUTION TO THE GROWTH OF OUR LOCAL CONTENT CREATION INDUSTRY

Being recognised for its work, Primeworks Studios bagged 8 wins at the 31st Malaysia Film Festival. These awards reflect the Group's contribution towards the growth and progress of the local film and drama production industry.



▲ SANGKAR

for Best Director, Best Male Actor, Best Supporting Male Actor, Best Art Direction and Best Makeup



▲ EJEN ALI THE MOVIE

for Box Office Movie and Best Sound Design



▲ WIRA

for Most Promising Female Actress

Other achievements also include:



▲ EJEN ALI MISI: JUANG

ContentAsia Awards 2021 for Best 3D Animated Kids TV Programme

EJEN ALI

Anugerah Bintang Popular Berita Harian 2021
For Most Popular Animation Character



▲ BONUS VACATION

Seoul International Drama Awards 2021 for Jury's Special Prize Award



▲ ISTERI MISTERI

Asian Academy Creative Awards 2021 National Winner for Best Comedy Programme

economic

ACCOMPLISHMENTS IN OTHER NOTABLE AREAS

The New Straits Times Press (NSTP) worked hard to turn around our publishing segment, returning it to the black in 2021. For NSTP, serving Malaysians with high quality and credible content has always been our core focus. To remain sustainable, it is important that we not only incorporate new strategies but also sustain and perpetuate our identity as a transparent and responsible media group. Our award-winning team of journalists and editors are committed to upholding the highest standards of impartiality and living up to our reputation for responsible and trusted journalism.

NSTP bagged a total of 18 awards, including five top awards at the Malaysia Press Institute-Petronas Journalism Awards 2020. At the same award ceremony, TV3's Majalah 3 won the Best Video Documentary for Benteng Biru Hijau – Virus Maut.



▲ Malaysia Press Institute-Petronas Journalism Awards 2020
Best Video Documentary



REV Media was awarded Best Digital Publisher of the Year by the Malaysian Digital Association's ("MDA") Awards 2020, bringing home the Gold Award for the second consecutive year. It also won the Best Use of Data Silver Award for its campaign with EcoWorld titled "Shaping Opinions Through The Opinions Of Others".

REV Media also received the Excellence in Sports/Esports Marketing (Silver) by Marketing Excellence Awards 2020 for the launch of the esports campus tournament, XPAX Kejohanan E-Sukan Kampus (KEK) 2019, which is organised to support and empower esports among youths.

DIGITALISATION

Digitalisation implies much more than merely embracing digital technology. We can harness the benefits of digital technologies to spur innovation, improve efficiency and enhance customer experience. At Media Prima, we continue to leverage digital technologies to strengthen business resilience and develop growth opportunities. We have kept audiences entertained throughout lockdowns, developed new and quality content, while helping the media industry become more sustainable. Our digital themes below ensure our operations are aligned to our digitalisation journey and our vision - To be the leading digital-first content and commerce company.



PERSONALISATION & CONTEXTUALISATION

Produce personalised content to engage consumers facing information overload.



CONTENT FRAGMENTATION

Distribute content across an increasing number of platforms, devices and media.



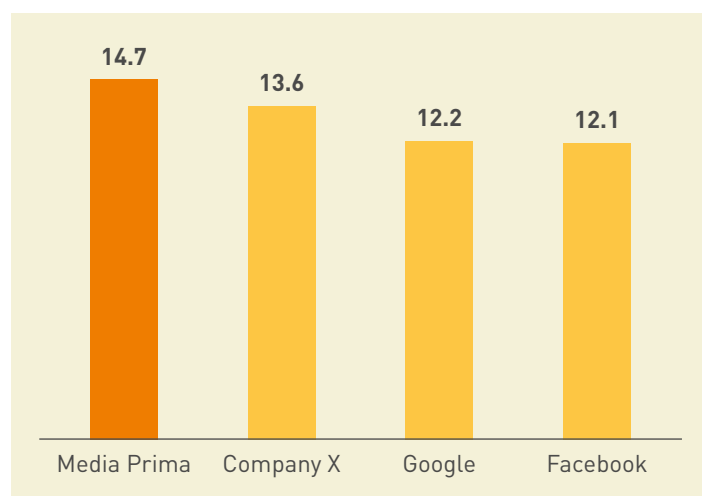
PARTNERSHIPS & INDUSTRIALISATION

Establish media partnerships and leverage on technology to partner with our audiences to co-create innovative content.

Championed by REV Media, our digital segment has become a prominent player in Malaysia's digital space. We represent over 35 top authority brands across multiple languages and genres and command a total digital audience reach of 15.2 million. We have built a large social media following across Facebook, Instagram, YouTube, TikTok and Twitter with a combined social reach of 93.3 million followers in December 2021. We also command a strong presence in mobile with an audience reach of 14.7 million.

Across the Group, our digitalisation initiatives are seeing positive growth. We are inspired to continuously deliver greater value to our audiences across all platforms. We shall persist to keep a finger on the pulse of society for the latest social trends and respond with agility to dynamic changes in digital habits across all demographics.

MOBILE REACH AGAINST COMPETITORS



93.3 million

Total social media followers



Source: Google Analytics and Comscore (December 2021)

MOBILE GAME APP EJEN ALI: AGENTS' ARENA

Riding on the popularity of the animated series Ejen Ali, this latest mobile game joins the popular Ejen Ali mobile game family first introduced in 2016. Combining the potent reach of traditional media and the discoverability of digital media, what started as an animated television show has now grown to be a huge hit among mobile gaming fans. In 2021, Ejen Ali mobile games has accumulated over 3.7 million downloads and 201,000 monthly active users.



3,700,000

total downloads



201,000

monthly active users



economic

GROWTH IN ESPORTS BY GOING 'LOKAL' AND VIA PESTA GAME

The gaming market is one of the largest in Southeast Asia, worth US\$100 million in 2018. Thus, REV Media believes going lokal ('lokal' is the BM word for local), is the essential next step in IGN's regional evolution. With the launch of IGN Southeast Asia – Bahasa Malaysia (BM), fans can now access gaming and entertainment in their preferred language. In 2021, IGN SEA – BM achieved a monthly reach of 5.9 million audiences. We anticipate our audience to increase by an estimate of 1.5 million monthly visits and 700,000 monthly active users.

Ejen Ali: Agents' Arena, the nation's first official mobile Multiplayer Online Battle Arena (MOBA) made its debut in November 2021. The tournament response exceeded expectations and was a runaway success.

Source: Comscore for web and mobile, Unity Analytics



We hosted Malaysia's first virtual sports day, Pesta Game, whereby local YouTubers faced each other in various esports. Organised by YouTube Malaysia in collaboration with MyGameOn and IGN SEA, the match was streamed live in Bahasa Malaysia across some of Malaysia's biggest YouTube channels which are Media Prima's TV3, TV9, Drama Sangat and Hot TV. Pesta Game garnered over 58,200 views across Media Prima's YouTube channels.



▲ Pesta Day was Malaysia's first virtual sports day in 2021 where local YouTubers "battled" each other in various esports.

INCREASING DIGITAL REACH AND PRESENCE

In December 2021, our news portal Harian Metro, hmetro.com.my had the highest online readership among news portals in Malaysia, followed by Berita Harian, bharian.com.my. Our strong social media following is led by our Facebook pages for Berita Harian Online at 5.9 million followers and Harian Metro at 5.7 million followers.

44%

increase in online readership



HMETRO.COM.MY	9,269,405
BHARIAN.COM.MY	7,310,810
COMPANY X	5,660,722
COMPANY Y	5,336,034
COMPANY Z	3,975,977
NST.COM.MY	2,824,756

Local news portal rankings in December 2021.

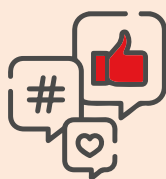
Source: Comscore



In 2021, WOWSHOP grew its digital presence and achieved:

33%

increase in engagement rate from new Facebook Live and WhatsApp platforms



230,000

total followers (Facebook and Instagram)



FLYFM

hotfm



AUDIO+

molekfm

buletin.fm

<https://www.audioplus.audio/>

In August 2021, we refreshed and restructured our radio business to stay relevant to our audience. AUDIO+ became the home for all radio, digital and social content.

AUDIO+ garnered a 71% increase of total active users in September. The app also contributed a huge increase in overall digital listening, with an increase of 2.5 million listens for the month of August 2021 compared to July 2021. The number of downloads as at end of 2021 since 1 August 2021 was 44,482 downloads with an average time spent listening of 24 minutes. In 2022, AUDIO+ aims to be a radio super app to stay competitive in the market and continuously deliver content to the fingertips of our audience.

Source: Comscore for web and mobile, RADIOactive analytics

INFLUENCER MARKETING FOR WIDER AUDIENCE NETWORK

SPARK was created by REV Media to grow and consolidate all Sponsored Social Media Content and Influencer Marketing within the Group. Consisting of a team of social media and influencer marketing experts, SPARK reaches out to a wide network of audiences based on proven social media and influencer marketing strategies. Advertisers are now able to be part of the conversation through the provision of meaningful content, in addition to gaining quality reach and engagement at the push of a button.

SPARK produced sponsored social media posts for 49 brands across English, Malay, Chinese, News, Radio and TV Network. In addition, we diversified and increased the types of social products to be sold to clients by 7 times, growing from 2 to 14 types of social products.



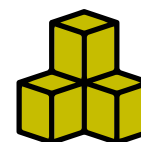
49

brands



7x

increase social product range



42.75%

Increase in net revenue for sponsored social media and KOL postings



In 2021, SPARK managed to increase net revenue for sponsored social media postings and KOL postings by 42.75% compared to 2020.

economic

In addition, SPARK is creating its very own Influencer Marketing Platform called SPARKUP, to connect brands to the most engaging Social Media Influencers in Malaysia. It is also a platform for influencers to be discovered and paid well without any undercuts by middle persons. The platform matches brands to the influencer's values. Our KOL database has tripled compared to 2020.

CONTENT MANAGEMENT

Being Malaysia's leading fully-integrated media company, content creation and management is of utmost importance to Media Prima to stay relevant in the industry and meet the demands of its customers. Here we highlight the initiatives taken by different business units across the Group to produce great engaging content and grow our content distribution.

TV NETWORKS CONTINUE TO BE RELEVANT FOR TARGETED AUDIENCES

Despite changing trends in consumer habits and the emergence of new media popularity, our flagship brands TV3, TV9, 8TV and ntv7 remained resilient. We prevailed as the most-watched television network with our channels capturing over 33.6% of Malaysia's television audiences. In 2021, TV3 reached 31.8% (Malay 4+) of broadcast audiences and 8TV's audience share increased to 40.6% (Chinese 4+).

In broadcast news, our programmes remain a key source of trusted news and information for Malaysians with millions of viewers watching our programmes such as *Malaysia Hari Ini*, *Wanita Hari Ini*, *Borak Kopitiam*, *Living Delight* and *8 E-News*. Buletin Utama, in particular, attracted an average viewership of 2.9 million in 2021 while 8TV's *Mandarin News* remained the number one television programme among Chinese audiences, reaching 81% of the Chinese TV population.

Magnificent 8, TV3's new movie slot at 9pm on Sundays achieved an average audience reach of 4.4 million.



▲ Magnificent 8, TV3's new movie slot at 9pm on Sundays achieved an average audience reach of 4.4 million.



Majalah 3's production, Covid-19 Special Series on TV3 touched the hearts of Malaysians from all walks of life. In collaboration with KKM and PMO, the series helped raise public awareness of the dangers of Covid-19. In particular, the episode titled Kita Masih Belum Menang moved viewers to tears.

EXPERIMENTING "SHOPPERTAINMENT" CONTENT IN COMMERCE

WOWSHOP was profitable in 2021 despite the increase in in-store shopping options following the lifting of movement restrictions. Today, WOWSHOP has established its presence across seven television channels and on digital platforms, with over 1,400 live shows produced since its inception.

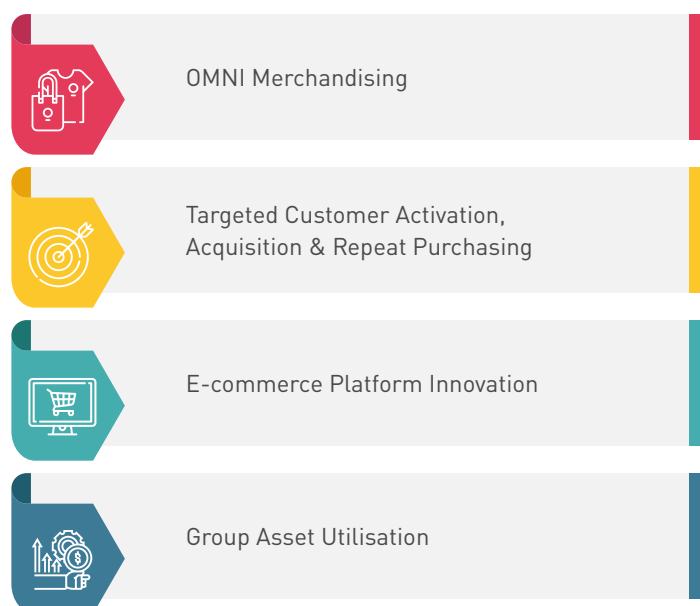


2021 was a content experimental year for WOWSHOP. We explored a variety of content concepts and formats. Innovative creation combining interactive and exciting elements to entertain customers as they shop led to the production of new "shoppertainment" type of content such as *WOW Bazaar*, *Trendy Tahirah*, *Masak Masak Cik Lily*, *Kecoh Pak Kodi*, *Keluarga Sebelah* and *Home Master Show*.



▲ In 2021, WOWSHOP introduced "shoppertainment" type content such as *Keluarga Sebelah*.

While content commerce and competitive product offerings remain key to our business success, we must also enhance our digital platforms and digital presence, leveraging on Media Prima assets to promote WOWSHOP to drive traffic to all our platforms. Moving into 2022, WOWSHOP will work closely with Omnia to provide clients with packages that would encompass a combination of commercial air-time and commerce space. We will also focus on Agile Transformation, addressing the paradigm shift to cope with landscape disruption caused by Covid-19 through these 4 strategies:

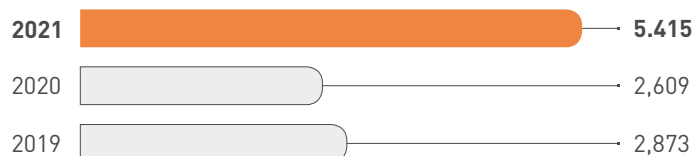


ENTERTAINMENT

Primeworks Studios is the creative force behind a wide range of content genres, producing over 2,000 hours of compelling content annually for a range of platforms including television, cinema and digital. Innovative content creation is the essence of sustainability in the media industry. In 2021, the hours of content produced via Primeworks Studios more than doubled that of previous years.

We continue to produce great local content which captivates the hearts and minds of our audiences across demographics.

Hours of Content Produced



economic



Kekasih Hati Mr Bodyguard the drama sequel managed to draw 8.2 million viewers during the 13 episode screening and was also a hot topic on social media. The final episode of this sequel managed to record 3.1 million viewers on TV3. The drama was also popular on Disney+ Hotstar.

The third season of our multiple award-winning animation series, Ejen Ali, is planned to be released in 6 territories across Southeast Asia in 2022. This marks Malaysia's first animation co-production with Disney+ Hotstar from Primeworks Studios and WAU Animation. A film sequel, Ejen Ali The Movie 2, is also planned to be released in 2023.

In 2021, our top titles on streaming platforms were:

Disney+ Hotstar
#1 Kisah Cinta Kita
#2 Kekasih Hati Mr Bodyguard
iQiyi
#1 Cukup Derita Itu
WeTV
#1 Bidadari Salju
Netflix
#1 Lagi-lagi Senario

Source: Nielsen Audience Measurement 2021



▲ *Cukup Derita Itu* and *Kisah Cinta Kita* were among our top titles in streaming platforms in 2021.

DIGITAL MEDIA

TV3MALAYSIA Official continues to captivate and remain one of the most-watched channels on YouTube Malaysia with 5.02 million subscribers and 552,612,437 views.

SAYS is one of Malaysia's top social news website, with 4 million readers and over 11 million average monthly page views. SAYS target audience and profile are 25-34 years old, 59% female, English-speaking and 93% on mobile platform.

SAYS SEISMIK, the sister site of SAYS, reaches out to affluent and urban audiences through news, lifestyle and food content in Bahasa Malaysia. SEISMIK has a reach of 4.2 million average monthly page views. Its target audience profile are 25-34 years old, 64% female and 96% mobile.



SAYS YouTube

2020: 153 videos
(25.4 million views)

2021: 107 videos
(11.8 million views)



Siesmik YouTube

2020: 54 videos
(8.8 million views)

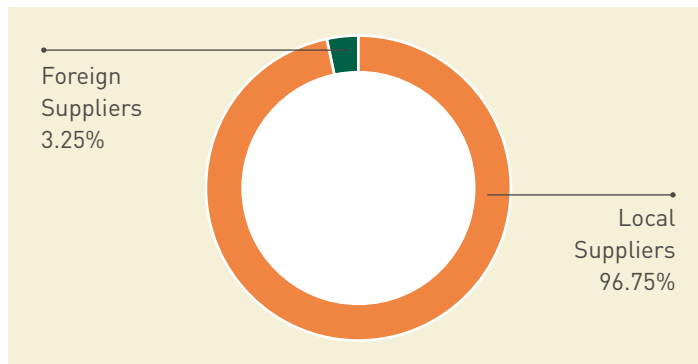
2021: 68 videos
(10.9 million views)

SUSTAINABLE PROCUREMENT

Our sustainable procurement practices prioritise the selection of goods and services among local suppliers who meet our high standards.

It is important that our suppliers are responsible, committed and aligned to our goals on quality improvement for the entire value chain.

SUPPLIER DISTRIBUTION AS AT 31 DECEMBER 2021

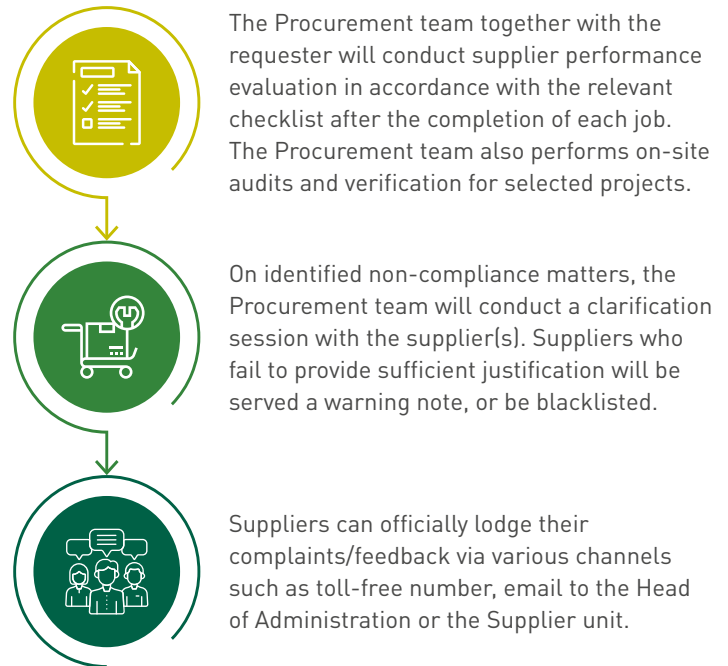


Where applicable, our supplier selection guidelines require strict compliance to standards and certifications such as:

- ⇒ International Labour Organisation (ILO)
- ⇒ ISO/TS 16949:2009 and IATF 16949:2016 Automotive Quality Management Systems
- ⇒ ISO 14001:2015 Environmental Management System
- ⇒ ISO 9001:2015

The review of our supplier code of conduct is currently in-progress. The objective of this exercise is to ensure our supplier code of conduct is relevant and aligned with our Group business direction and requirements.

Our Procurement Control Guidelines are summarised below:



Social

INTRODUCTION



Social sustainability is about understanding human needs and managing business impact on people. We understand the impact our organisation has on our employees and society as a whole. Media Prima is a people-first company. We exist because of our audiences, and our people are the essence of our success.

Hence, it is important for us to improve the quality of our relationship and our engagement with all our stakeholders. A sustainable strategy includes understanding what is pertinent to our stakeholders, what are initiatives our organisation can do to optimise our influence with our people and positively impact society.

In this section, we address the following material matters and their relevance to the Group's social sustainability.

M11	M12	M13	M14	M15	M16
Talent Management	Local Hiring	Protecting Workers and Human Rights	Diversity, Equal Opportunity and Non-Discrimination	Supporting Communities	Quality and Customer Satisfaction

QUALITY AND CUSTOMER SATISFACTION

At Media Prima, we treat quality and customer satisfaction as essential business factors and continuously work on improving them. We prioritise our customers as their satisfaction drives our business success.

Television Networks

Regulatory Bodies

Malaysian Communications and Multimedia Commission (MCMC)

National Film Development Corporation Malaysia (FINAS)

Department of Islamic Development Malaysia (JAKIM)

Our content production observes strict procedures and compliance with requirements. Our television networks production teams ensure production processes adhere to Media Prima's Standard Operating Procedure (SOP) requirements and government regulations. All programmes and contents are reviewed by the Executive Producer, TV Station Programme and Airtime Management team before broadcast. The production team refers to JAKIM for advice and references on Islamic Content.

Media Prima Audio

We produce quality and relevant content by understanding and gathering listeners' preferences and satisfaction. This is achieved via survey and research tools that enable varied quantitative and qualitative sampling to gain insight into listener scope, behaviour, preference and consumption.

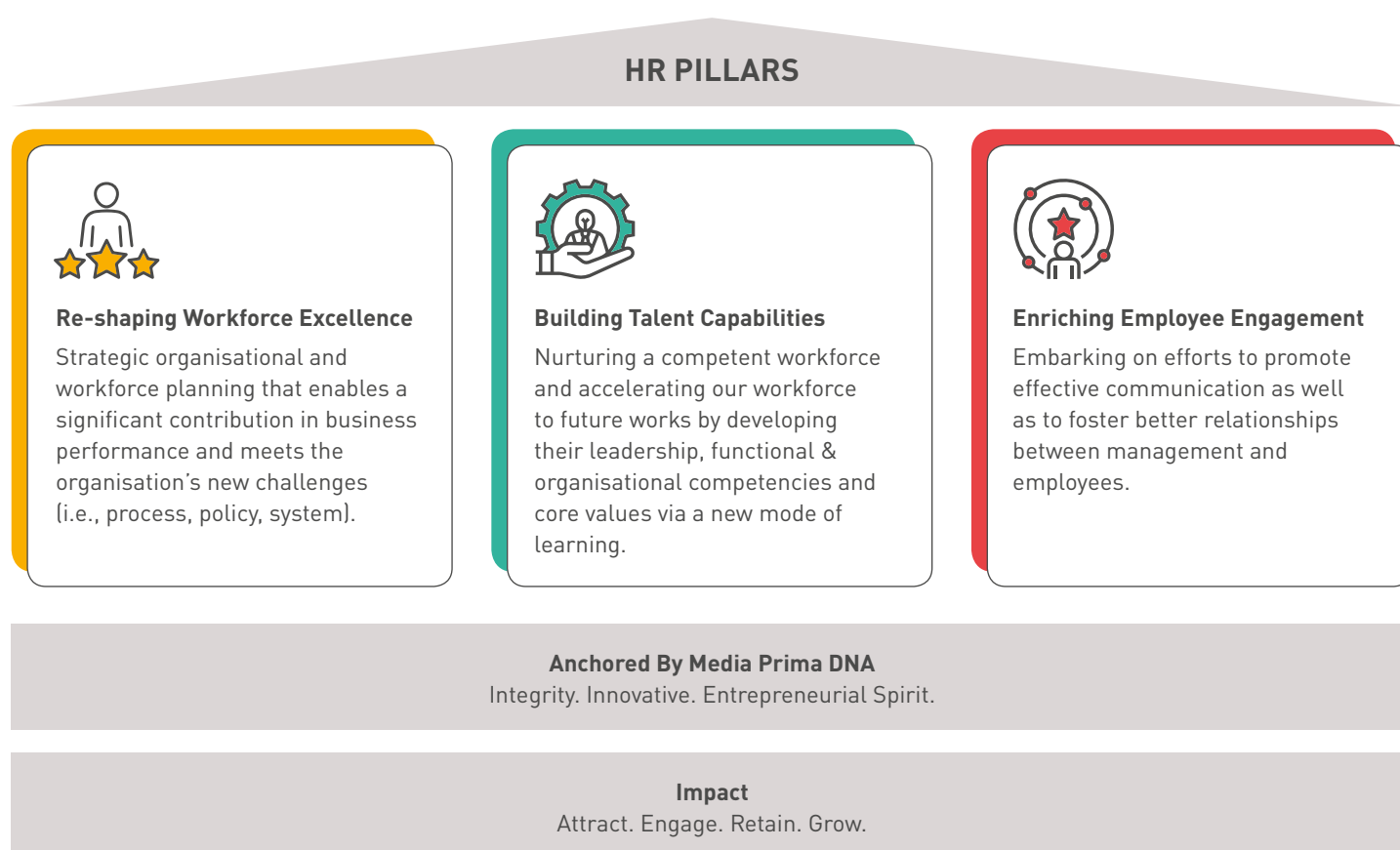


SURVEY AND RESEARCH TOOLS

- ⇒ **GFK Radio Audience Measurement**
conducted over six weeks twice a year with a sample size of 6,000 unique individuals.
- ⇒ **GFK Radio Insight**
conducted yearly among listeners aged 15 to 49 years with a sample size of 1,000.
- ⇒ **Digital Audience Measurement**
 - Google Analytics
 - Social Media
- ⇒ **Music Jury**
Music Jury is a regular feature that encourage listeners' participation and involves them in the process of radio station playlist selection.

TALENT MANAGEMENT

Our most valuable assets are our people and the talent we nurture. They are the differentiating factors that shape our success. At Media Prima, we strive to cultivate a diverse and inclusive working environment that promotes collaboration and inspires innovation to achieve high performance. Our people strategy remains as our anchor, as we continue to reshape and adapt to navigate through economic turbulence.



The Covid-19 pandemic and ensuing international lockdowns radically transformed Media Prima's working landscape. In the post-pandemic situation, it was imperative to effectively manage our people's performance and productivity.

2021 continued to be a challenging year where we were forced to be agile and adapt to new ways. The disruptive changes caused Media Prima to classify our Talent Development strategy as mission-critical. As the world embraced a new normal, we as leaders had to transform and positively evolve.

gradmalaysia.com
MALAYSIA'S
100
leading graduate
EMPLOYERS

In 2021, Media Prima was named as one of Malaysia's Top 100 Leading Graduate Employees

social

OUR PEOPLE'S LEARNING AND GROWTH

Growth is an integral part of Media Prima's Talent Development strategy. During the Covid-19 pandemic, we encouraged and empowered our employees to undertake self-development opportunities to address their skill gaps and upskill accordingly.

RM227,036

Total investment in
Training and Development



2,051

Total training man-days in 2021



147

Total number of
courses



7

training hours on
average per year per
employee



Type of Course	No. of Internal Trainings	No. of External Trainings
Functional	8	62
Leadership	0	7
Organisational	19	26

The pandemic hastened our transition to online and remote learning. Many employees took the opportunity to carry out self-paced learning from carefully curated learning modules that covered Leadership, Sales, Digital, Productivity Tools, Self Wellness and Specialist Product Training. Curriculum checkpoints were incorporated to ensure understanding and effectiveness of the learning sessions.

During different phases of the lockdown, some modules were carried out in-person following the Government's Guidelines and SOPs. These sessions included collaboration with Governmental and Regulatory bodies that covered both Organisational and Functional learning areas.

Due to the rapid acceleration of the digital phenomena, our leadership faced challenges in the deployment and development of its talent base for sustainable business performance. The need for comprehensive talent management and succession planning framework to identify and mobilise our talent became apparent and necessary.

This led to the implementation of our integrated Talent and Succession Management framework to better support the Group in identifying critical positions that align with business needs. With this, we hope to build a comprehensive pool of the "Right Talent, with the Right Capability for the Right Job at the Right Time" to achieve our goals and objectives.

CONTINUED ENGAGEMENT TO UPKEEP EMPLOYEE MORALE AND WELLBEING

As employees persevered with working-from-home during the lockdown, we continued to deploy various virtual engagement activities to boost employee morale. In line with our Talent Development Strategy framework, we placed high emphasis on engagement to ensure that our employees have a strong sense of belonging and are taken care of physically and psychologically.

In July 2021, we were one of the first companies in Malaysia to fund our group-wide vaccination programme to ensure our employees get vaccinated early. We were also one of the first companies in Malaysia to introduce regular fortnightly testing at work.

We will continue to encourage safe working arrangements, and regular testing by distributing home test kits to ensure the safety of our employees.



▲ We were one of the first companies in Malaysia to fund our group-wide vaccination programme to ensure our employees get vaccinated early.

In addition, we conducted health and wellness initiatives after work, to reduce stress and improve wellbeing during the pandemic. These include:

- ⇒ WOW Wellness: 40-minute sessions on addressing and managing issues
 - Supporting mental health while working at home
 - Meditation Mindful Stress Management
- ⇒ RMG - Babel Dance Smoke Signal (Virtual Dance Cardio Class)
- ⇒ Virtual Full Body Workout
- ⇒ Virtual Zumba
- ⇒ Virtual Power Walk



Other employee engagement initiatives also include:



- ⇒ Talk2GMD. This is a communication avenue with the Group Managing Director for employees to share ideas, thoughts or comments.
- ⇒ Open Sessions with Management. These sessions are a channel for employees to communicate with the senior leadership in the company.



- ⇒ Group-wide Covid-19 Care Pack. The Group took extra steps to ensure employees feel supported in their battle with Covid-19 by delivering care packages to employees recovering from the virus. The Care Pack consists of items such as masks, sanitizer, throat spray, lozenges, multivitamins, fruits and nuts.

ENGAGEMENT WITH OUR EMPLOYEES

Malaysia is a unique mix of races, languages, religions and cultures. At Media Prima, we embrace this privilege that contributes to a more interesting and vibrant workplace. We champion cultural diversity and harmony at work with enjoyable and engaging festive activities throughout the year.

In 2021, we held two Group-wide virtual town hall meetings to update our people on the Group's business plans and financial performance. Business units also held their corresponding town hall meetings during the year. Most of the town hall sessions were held virtually, while a few were held in hybrid mode, with adherence to SOPs.



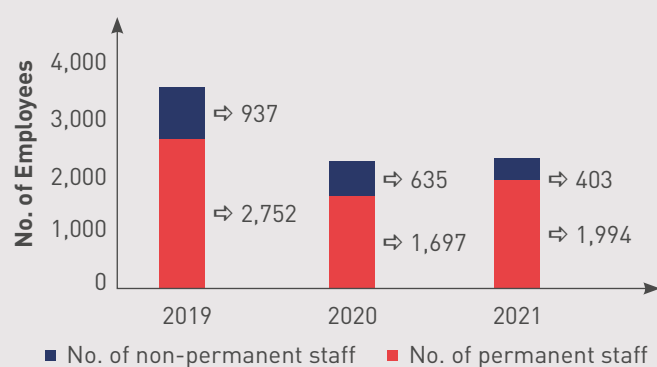
▲ We held two Group-wide virtual town hall meetings to update our employees on the Group's business plans and financial performance.

social

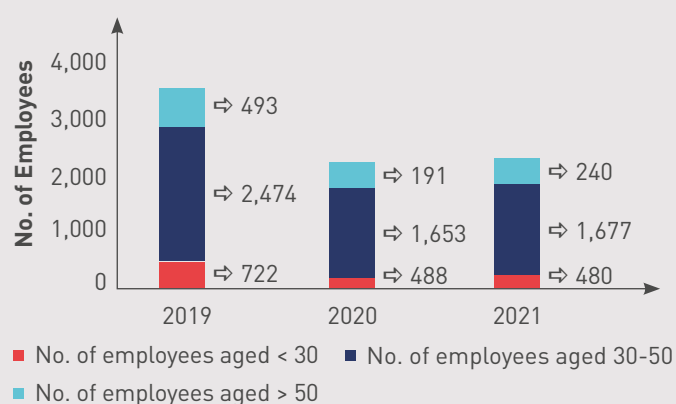
DIVERSITY, EQUAL OPPORTUNITY, AND NON-DISCRIMINATION

Media Prima is committed to continuously engage all our employees respectfully and fairly. We strive to offer equal opportunities for all, regardless of an individual's race, gender, religion and any other attributes unrelated to employment expectations. We comply strictly with prevailing legislation on employment rights, including the prohibition of hiring minors.

Total Workforce breakdown by employment contract



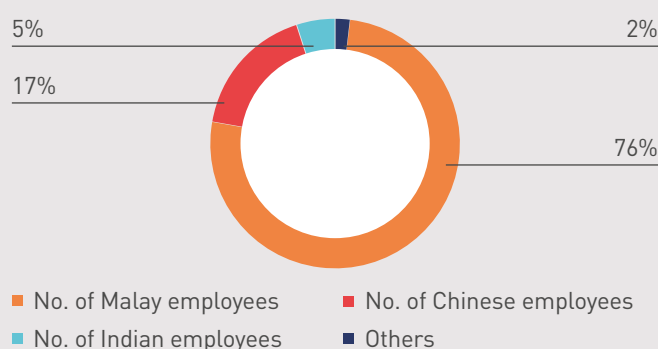
Total workforce breakdown by age group



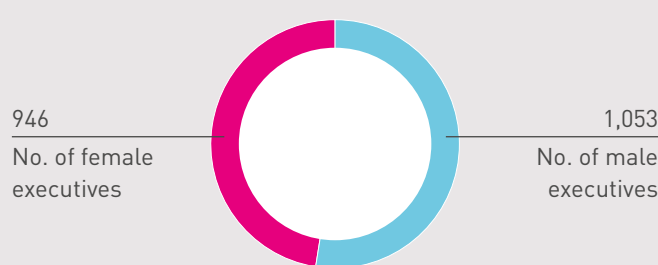
Our workforce comprises of individuals from different age groups. Majority of the individuals, about **70% between ages 30 to 50**, are the main driving force behind the creativity and implementation of our work.

The ethnicity ratio in Media Prima also follows the ratio of Malaysian population, comprising of majority Malay, followed by Chinese, Indian and other ethnicities.

Total workforce breakdown by ethnicity in 2021

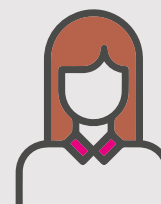


Workforce breakdown by number of executives by gender in 2021













47%

of our executives are **females**, reaching almost an equal gender representation on the company.



EMPLOYEE WELFARE AND BENEFITS

The emphasis on employees has always been a part of our brand culture. We recognise and reward employees for good performance. We provide employment benefits to employees of all levels. We practice fair remuneration and comply with local labour legislation and any collective bargaining agreements that specify remuneration-related matters. All forms of discrimination are prohibited in our Code of Conduct and Business Ethics. We are committed to providing a safe, secure and productive workplace environment. Below are some of the benefits enjoyed by our employees:

-  Medical benefits for employees and their dependents
-  Group term life and personal accident insurance
-  Social Security Organisation (SOCSO)
-  Flexible working arrangement and staggered hours
-  Remote office
-  Annual leave, pilgrimage leave and maternity/paternity leave
-  Employee's Provident Fund
-  Performance bonus (subject to profitability)
-  Various allowances
-  Festive subsidy

WORKFORCE TURNOVER

There is little change in our workforce turnover rate relative to previous years. The following table shows the breakdown of our workforce turnover:

Year	2019	2020	2021
Number of Workforce	3,689	2,332	2,397
Number of Workforce Turnover	403	234	253
Workforce Turnover Rate	11%	10%	11%
Female Employees Turnover	51%	52%	49%
Male Employees Turnover	49%	48%	51%

LOCAL HIRING

We understand that we are able to play an important role in reducing the unemployment rate of the nation. In 2021, we actively participated and supported our Government's initiatives to increase employment opportunities for Malaysian citizens.

These initiatives include Programme Insentif Pengambilan Pekerja dan Bantuan Latihan (PENJANA KERJAYA) by SOCSO - an incentive to encourage employers to employ unemployed Malaysians, post-graduate and post-school as employees or apprentices. We also successfully on-boarded 28 Protégés in 2021 via our Protégé Programme, which aims to equip graduates with the right skills through industrial attachment.

In addition, we ensure that our vacancy postings are widely accessible and spread across various job portals to reach our nation's talents.

Sourcing and Recruitment Channels:

- ⇒ Internal career portal
- ⇒ Careers@mediaprima.com.my
- ⇒ LinkedIn
- ⇒ WOBB
- ⇒ Jobstreet
- ⇒ Social media channels (Instagram and Facebook)
- ⇒ Campus recruitment
- ⇒ Career fairs

Career Fair	Organisers	Date
Karnival Perantis 2021	SOCSO	19/4/2021
Karnival Kerjaya Hari Wanita	SOCSO	7/7/2021
Myfuturejobs career expo	SOCSO	26/11/2021
Karnival Kerjaya Keluarga Malaysia @KLCC	SOCSO	9-11/12/2021

social

Media Prima was named “Majikan Prihatin” (Caring Employer) by SOCSO under the Penjana 2.0 scheme for the effort of hiring vulnerable groups/employees with physical disabilities.



▲ REV Media was selected as a recipient for the 'Majikan Prihatin' award for their effort in hiring a disabled employee, Mohd Akmal Bin Shapii, under the Employee Hiring Incentive.

PROTECTING WORKERS AND HUMAN RIGHTS

In the interest of our people's health and safety, we rolled out Covid-19 health and safety initiatives throughout the year. All employees are expected to follow the SOPs.

Our MCO response plan provides a guideline on how employees are expected to operate during the conditional lockdowns.

media prima

**MEDIA PRIMA INITIATES MOVEMENT
CONTROL ORDER RESPONSE PLAN**

THE MEDIA PRIMA MCO RESPONSE PLAN
Will be implemented across the Group comprising, among others, rotational on-site and virtual operations, and on-site split teams operations.

Awareness of Covid-19 impact through posters and emails

Provision of Personal Protective Equipment (PPE) to frontliners

Provision of hand sanitisers in strategic places

Use of detergents that can eliminate Covid-19 virus

Placement of safety markings around office premises

Pre- and post-production safety briefings

The Occupational Safety and Health (OSH) unit plays a huge role in the daily operations of our work. It is established to monitor and ensure guidelines are adhered to by the employees. Every individual regardless of their role in the Group must be responsible for ensuring that they abide by the guidelines at all times.

The following shows the **Occupational Safety and Health Committee Structure chart**:

Location	BB Shah Alam	BB Bangsar	Sri Pentas
Chairman	1	1	1
Secretary	1	1	1
Employer representatives	6	7	4
Employee representatives	7	6	10

We are committed to providing all employees, visitors and contractors with a safe and sustainable work environment. Various measures are in place to ensure employees' well-being. This includes preventing excessive working hours and encouraging a good work-life balance.

We are committed to protecting the health and safety of our workers and eliminating work-related illness and injury. Zero harm is the ultimate goal; ensuring our people are not hurt at work and can return home without injuries is of paramount importance.

Below are the indicators of the Group's health and safety report as of 2021:

Indicator	2019	2020	2021
Injury rate for total workforce	0.9	0.8	0
Occupational diseases rate for total workforce	0	0	0
Lost day for total workforce	76	75	0*
Absolute number of fatalities for total workforce	0	0	0

* Due to employees working-from-home for most of 2021

Media Prima complies with the Occupational Safety and Health Act (OSHA) 1994, which includes new safety and health regulations as stated below:

OSHA 1994 Section 15

15. (1) It shall be the duty of **every employer and every self-employed person** to ensure, so far as is practicable, the safety, health and welfare at work of all his employees.

36

Media Prima Berhad

Additionally, Media Prima is part of a joint team with other companies in the communications industry to assist the Department of Occupational Safety and Health Malaysia in promoting safety and health among employees of this industry.

Noise Exposure Monitoring

The extent of noise levels in the printing industry can be hazardous. To protect our workers, we ensure that our printing machines are housed in isolation from our employees. Employees are required to work from a quiet room with soundproofing, to protect them from harmful sound levels. If there is a need to enter an area with high noise exposure, employees will be provided with noise reduction earmuffs to manage the exposure.

SUPPORTING COMMUNITIES

As the leading media group in Malaysia, it is our social responsibility to use our influence through our range of media platforms to raise awareness and highlight the struggles faced by various communities. We continue to prioritise this public duty and are committed to drive initiatives that help the people in need.

MEDIA PRIMA - NSTP HUMANITARIAN FUND (MPNHF)

Despite challenging economic conditions, we are grateful and humbled by the generous donations and the trust we received from the public and organisations. At Media Prima, all contributions are fully utilised for those in need, while all administrative costs in managing the funds are borne by us. In 2021, we disbursed over RM5.6 million from the MPNHF to support individuals and communities in need of financial help. Our public aid primarily focused on medical assistance, disaster relief and poverty relief.

Total Funds Disbursed in 2021

RM5,659,605



Medical Assistance

The MPNHF helped 140 individuals undergo life-saving surgeries, medical treatments, prosthetic and orthopaedic treatments. These included surgery cases referred by government hospitals across the country, 1 beneficiary of a prosthetic limb and 1 beneficiary of a 3D Boston brace for corrective spinal posture. The surgeries and treatments were conducted in Gleneagles Hospitals, Sunway Medical Centre and Teh Lin Prosthetic and Orthopaedic.



RM1,780,807

Funds Disbursed



140

beneficiaries

social

Poverty Relief

To lessen the burden of the impoverished, 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.



RM300,000

Funds Disbursed



2,250

beneficiaries

TV3 Bersamamu

Since its inception in 2005, the TV3 Bersamamu Fund has encouraged public participation and contribution through the popular television programme Bersamamu and related activities on the ground. Today, the TV3 Bersamamu Fund is within the ambit of the MPNHF, as it continues to provide help to those in need. In 2021, we continued to feature the plight of many and provided relief in the form of financial and medical assistance that helped 225 beneficiaries.



1,829,557

Funds Disbursed



225

beneficiaries

Bantuan Metro Prihatin

Bantuan Metro Prihatin is a fund launched in 2019 by Harian Metro under the purview of MPNHF. It is dedicated to providing financial support to those less fortunate. Harian Metro has published numerous community stories along with appeals from those in need since 1991. For the past six years, these stories have also been highlighted under a permanent column named Metro Prihatin. In 2021, 22 beneficiaries received aid in the form of financial relief and medical assistance from Bantuan Metro Prihatin.



RM110,069

Funds Disbursed



22

beneficiaries

Bantuan Kemanusiaan Covid-19

To support our Government's battle against the Covid-19 virus, donations were channelled to fund the purchase of 9 Top Loading Vaccine Refrigerators for the Malaysian Armed Forces and the Ministry of Health, to facilitate the distribution of vaccines to remote areas across the country for the national immunisation programme.



166,500

Funds Disbursed

Tabung Bencana

Tabung Bencana NSTP - Media Prima was launched in 2009 to provide humanitarian aid to victims of natural disasters. In January 2021, our Briged Sukarelawan Media Prima – NSTP contributed over 700 sets of hygiene kits to Jabatan Kebajikan Masyarakat Negeri Terengganu and cash vouchers to 240 families in Kuantan, Pahang. In response to the nationwide floods in December 2021, we distributed hygiene kits to 280 families in Hulu Langat, Selangor.



RM36,009
Funds Disbursed



Cash Vouchers
240 families

Hygiene Kits
980 families

TABUNG KEMANUSIAAN PALESTIN MEDIA PRIMA

Beyond Malaysia, caring donations made to the Tabung Kemanusiaan Palestin Media Prima have assisted hundreds of thousands of Palestinians affected by the political conflict in Gaza. This issue is close to the hearts of many Malaysians. In response to the crisis, funds were channelled to various medical and humanitarian programmes to ease the plight faced by the civilians of Palestine. Tabung Kemanusiaan Palestin Media Prima collaborated with Mercy Malaysia and Malaysian Relief Agency to provide humanitarian aid in many aspects including food, medical and other basic needs.




TABUNG KEMANUSIAAN PALESTIN

DONATIONS CAN BE MADE TO:

TABUNG KEMANUSIAAN PALESTIN MEDIA PRIMA

MALAYAN BANKING BERHAD CURRENT ACCOUNT

5642-7651-0331

Your donations will be used to provide basic necessities such as food and medicine for thousands of Palestinians amid the on-going conflict.





**TABUNG KEMANUSIAAN PALESTIN
MEDIA PRIMA**

Kindly note that all donations for this purpose
are non-tax exempted

social

Collaboration with Malaysian Relief Agency

RM703,720
Funds Disbursed



11,718
beneficiaries



We collaborated with the Malaysian Relief Agency to implement projects for the united initiative called Save Palestine Relief (Gaza Rehabilitation Assistance). The project included:



Save Palestine Relief: Emergency Food Assistance (Food Basket Project)

We distributed basic food basket to affected and poor families in 5 areas including villages and camps. The food basket covers food supply for one month and benefitted 500 families.



Save Palestine Relief: Medical Assistance (Covid-19 kits)

We distributed Covid-19 kits to refugee families, municipal workers from poor families and medical personnel. Items in the kits include face masks, medical gloves, tissues, wet wipes, alcohol spray, sanitiser gel, zinc tablets, soap, disinfectant, toothbrush and toothpaste. This initiative benefitted 580 families and 695 individuals.





Save Palestine Relief: Back to School

We distributed school uniforms, school bags and stationery to students from poor families and orphans. This project benefitted 1,000 students across four selected areas.



Save Palestine Relief: Livelihood Project (Agriculture)

We reclaimed 1.5 hectares (15,000 m²) of previously destroyed agricultural land, by planting 600 olive and lemon trees. This is a long-term project. The olive and lemon fruits can be harvested in 3 years. The average lifespan of olive trees is 300-600 years while the lifespan of lemon trees can reach up to 50 years.

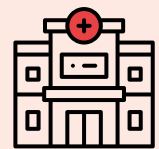


Collaboration with Mercy Malaysia

RM732,941
Funds Disbursed



Assistance at
5 hospitals



Serving more than
150,000 people



Under the same humanitarian fund, Media Prima and Mercy Malaysia joined together to support the Palestinians by providing healthcare assistance at 5 hospitals. These initiatives include:

1. Improving awareness on reproductive health
2. Development of Obstetrics and Gynaecology (O&G) and services at Patient's Friends Benevolent Society
3. Supporting health facilities, equipment and infrastructure
4. Sustainable health-related training

social

CONTINUED SUPPORT FOR PANDEMIC-STRICKEN BUSINESSES AND PEOPLE

Throughout the year, we remained committed to helping Malaysians cope with the pandemic.



Program Amal COVAiD #BaikSemula is a 24-hour virtual charity programme on Hot FM's YouTube channel to raise funds for the MPNHF's Bantuan Kemanusiaan Covid-19 campaign. The show featured 43 artists and reached more than 70,000 views with more than 30,000 live conversations.

The Program Amal COVAiD #BaikSemula reached:

70,000
Views



30,000
Live conversations



#SupportLokal is a campaign launched in February 2021 by Media Prima Audio (MPA) to support local businesses and spur economic development by promoting their products. Business owners were only required to send their products/services details through the station's website. To date, the campaign received a total of 1,000 entries whereby approximately 350 businesses were promoted on-air and via the station's social media platforms.

350

Businesses were promoted by the #SupportLokal Campaign





MPA also ran a campaign called **AEON BersamaMu #KitaJagaKita** where listeners were encouraged to share their pandemic challenges by sending a WhatsApp message to all MPA stations. Almost 10,000 messages were received and the selected listeners affected by the EMCO were rewarded with necessities from AEON worth RM200.

10,000

Messages received



225

beneficiaries



The **30 Hari 30 Frontliners** campaign was a collaboration by Hot FM, Harian Metro and CSR Central Sugars Refinery Sdn Bhd (CSR) to show appreciation to frontliners for their hard work, sacrifices and contributions. Selected frontliners, nominated by their friends and family, received RM500 cash and groceries.



social

Pay Your Bills

The Covid-19 pandemic left many with unpaid bills and 8FM ran a campaign that offered listeners the opportunity to settle their electricity, water and phone bills. This campaign helped over 46 listeners with their utility bills, amounting to RM17,848 in total.

今日入我数

让你的生活不用愁
9月27日起, 全天候留守 8FM
你的账单, 我们来付!

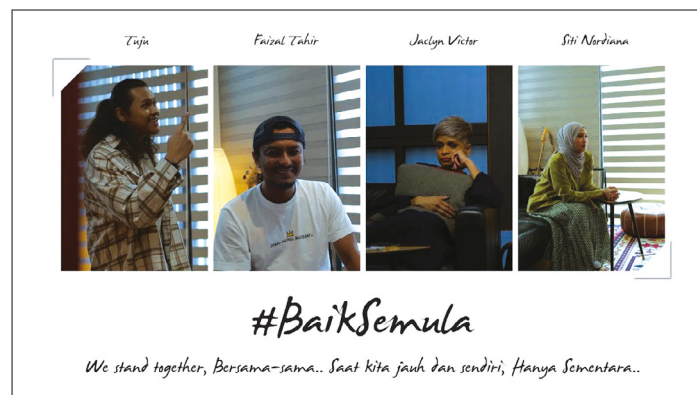
STEP 01 上到 8FM.audio 上传总值超过 RM388 的账单。

STEP 02 填写个人资料, 等待 DJ 在特定时段拨电话给你。

STEP 03 接听电话, 大声说出: “8FM 今日入我数!”, 我们就会帮你缴付 RM388 的账单!

须符合条文

Anugerah Juara Lagu 35 featured a specially composed song, **#BaikSemula** featuring Faizal Tahir, Jaclyn Victor, Tuju K-Clique and Siti Nordiana. The song was composed to bring new hope and energy for Malaysians in facing the challenges of the pandemic.



Distribution of "Balik Kampung" Packs

Together with Lotus's, Media Prima distributed balik kampung packs consisting of food, drink, sanitizer and self test kit. The distributions of 200 balik kampung packs were done at Rest and Relaxation (R&R) Genting Sempah and R&R Seremban.

Environment

INTRODUCTION



We aim to contribute to sustainable development in the environmental aspect through measures that minimise the environmental impact of our activities and promote appreciation for the environment. We also acknowledge the role we play in raising awareness and educating the public in environmental preservation and resource conservation, be it through our actions or communication.

The Group strives to minimise environmental impact by optimally managing our resources according to the following guidelines:



In this section we address the following material matters and their relevance to the Group's environmental sustainability.



ENVIRONMENTAL RESOURCE MANAGEMENT

RESOURCE CONSUMPTION

Relative to our other media units, our print business contributes a larger consequential impact on the environment. It is therefore important that we take responsible measures to lower the negative impact of our printing activities. This section communicates our environmental efforts on waste and resource management.

Also, as stipulated by the Department of Environment of Malaysia (DOE), we have a competent personnel assigned to oversee that environmental matters are handled responsibly. The key personnel attends relevant webinars to remain current on the latest environmental developments/requirements.

environment

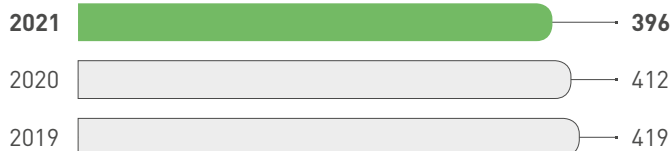
Paper

100%
recycled paper

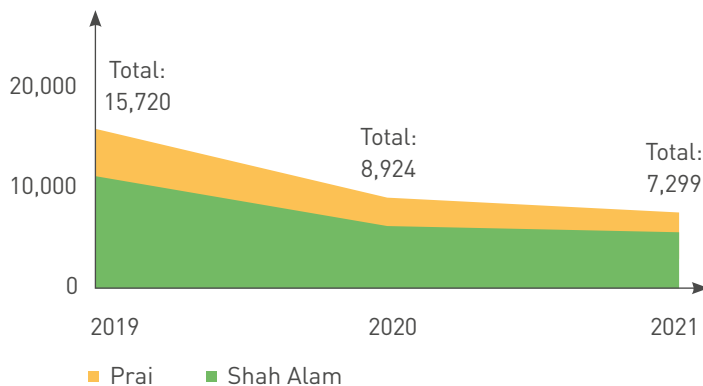


We have continued using 100% recycled paper in all our printing to improve sustainability in our use of paper resource. We are seeing a drop in demand for print order as our customers shift to digital options, resulting in a lower output per kg of newsprint (see graph on the right) as well as total decrease in paper consumption (see graph below).

No. of pages per kg of Newsprint



NSTP Paper Consumption (MT) by Plant



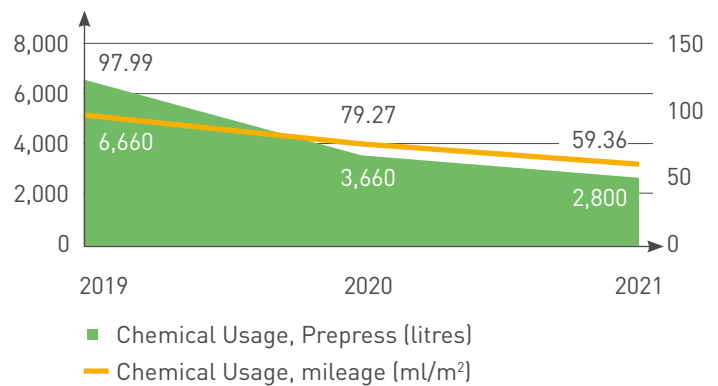
Chemical

Chemical-Free

Plates Used in Shah Alam Branch



The Group strives to keep chemical waste to a minimum because we care for the environment and the people's safety. In 2021, we introduced the use of chemical-free plates in our operations which resulted in the reduction of chemical usage. The plates are used to transfer images and text onto the printing surface. The chart below shows the decreasing trend of our total chemical usage:

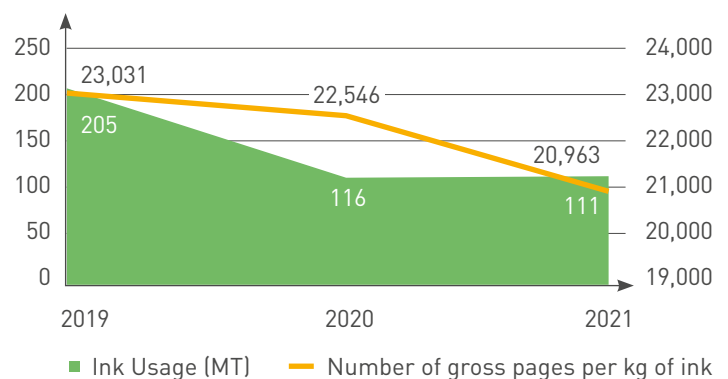


Ink

ISO 12647-3 graphic technology standard

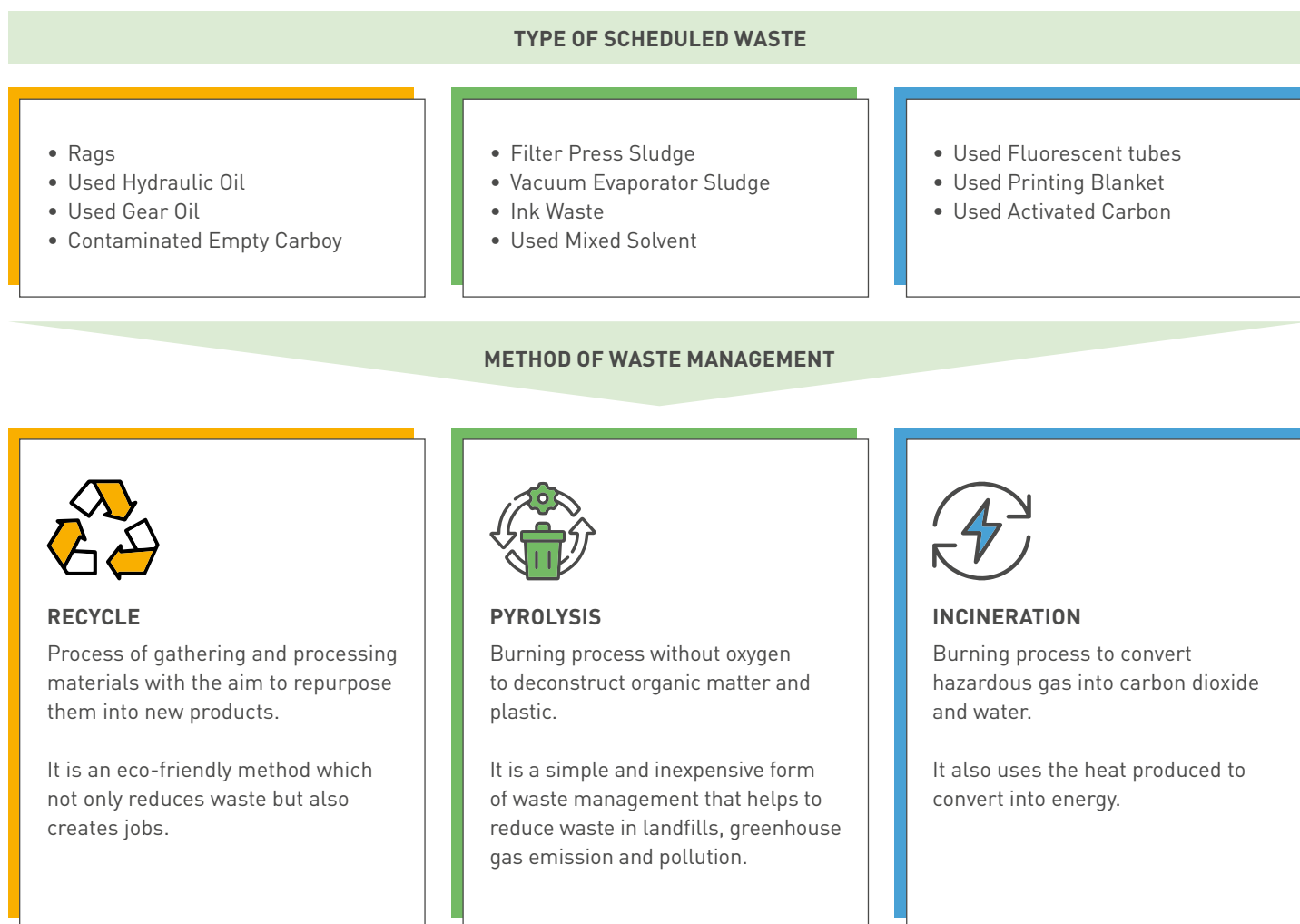


Ink is a complex material containing heavy metals which impact the environment. Our ink process control is compliant to ISO 12647-3 graphic technology standard, which contributes to UNSDG 12 Responsible Consumption and Production. Meeting global standards guarantees the quality of our printing process and hence, eliminates unnecessary reprinting.



WASTE MANAGEMENT

Waste management is an important responsibility of Media Prima. We ensure our daily operations pose minimal damage to the environment. The Environmental Committee is in charge of overseeing the performance of the Waste Water Treatment Plant's effluent water sample results to ensure that they meet Standard B compliances, which means meeting the conditions for discharge of industrial effluent into other inland Waters or Malaysian waters (i.e., 200mg/L for most industries). All scheduled wastes are treated and disposed safely at registered disposal facilities. The method of waste management is outlined below:

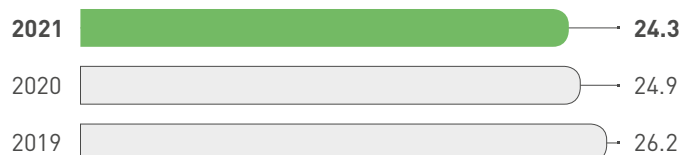


25.1 MT scheduled waste disposed in 2021 (2020: 20.42 MT)

Note: Some of the scheduled waste disposed in 2021 are accumulated from 2020. Scheduled waste can be stored and disposed within 180 days.

environment

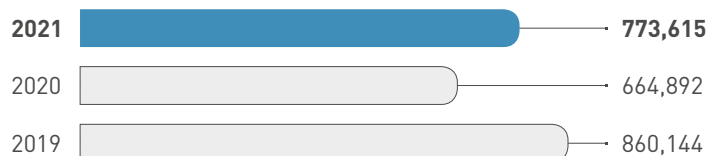
NSTP Paper Consumption (MT) by Plant



Total scheduled waste have declined. These include:

- ⇒ E-Waste
- ⇒ Vacuum Evaporator Sludge
- ⇒ Used Oil
- ⇒ Spent Hydraulic Oil
- ⇒ Mixed Solvent
- ⇒ Rotowash Carboy
- ⇒ Contaminated Empty Drum
- ⇒ Used Rags
- ⇒ Used Printing Blanket
- ⇒ Used Activated Carbon
- ⇒ Ink Waste
- ⇒ Filter Press Sludge

Newsprint Wastage (KG)



Newsprint Wastage include:

- ⇒ Reel Ends
- ⇒ Run-up Spoilage
- ⇒ Empty Core
- ⇒ Newsprint Covers
- ⇒ Machine Waste (Scrap Paper)
- ⇒ Test Run and Mock-ups

100%

recycled to licensed contractor



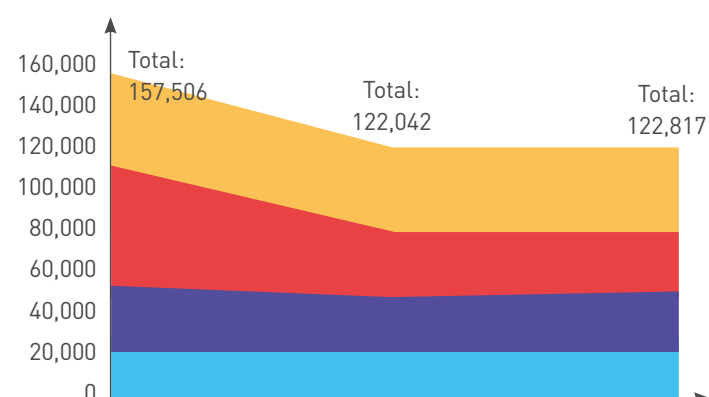
Scheduled waste collected is handed off to Department of Environment (DoE) licensed contractors, for appropriate disposal in accordance with environmental regulations, while we send all paper waste to our licensed contractor for recycling.

WATER MANAGEMENT

We manage our water by shutting down unnecessary supplies and prioritising the Fire System Management and other important equipment which require water supply, for example, chillers. For

consistency in water management, we send reminders to internal users to be more vigilant in using water. The Group's water consumption over the past three years is illustrated below:

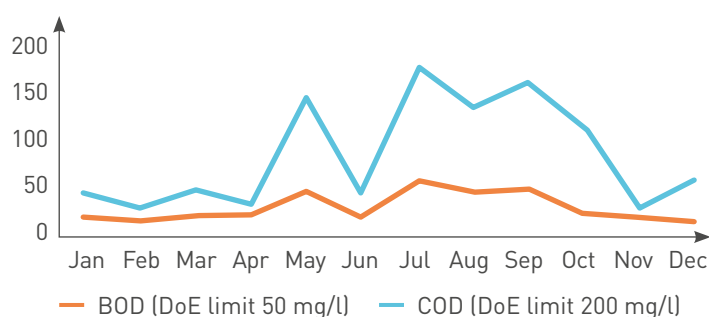
Group Water Consumption (M³)



	2019	2020	2021
Sri Pentas	45,082	40,922	42,097
Bangsar	58,467	32,196	30,179
Prai	22,468	21,876	21,210
Shah Alam	31,489	27,048	29,331

Bangsar's water consumption reduced in 2020 due to the shutdown of non-operational areas. In 2021, the slight increase in the Group's total water consumption could be due to the commencement of employees working at their workplace.

Effluents Management Readings in 2021



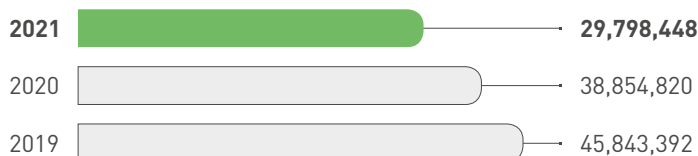
Balai Berita Shah Alam houses its own Waste Water Treatment Plant (WWTP). Wastewater generated by the plant is treated at this WWTP before being discharged safely into the drainage system. To comply with DoE, our effluent discharge is sampled every week. We test the Biochemical Oxygen Demand (BOD), Chemical Oxygen Demand (COD) and sulphide parameters to ensure they are within permissible limits set by the DoE.

ENERGY AND CLIMATE CHANGE

As a Group, we have policies dedicated to controlling energy consumption and minimise wastage. These are also monitored by our Energy Committee. We make an effort to improve cost-effectiveness, productivity and working conditions, with the objective to protect the environment.

To reduce energy consumption, we constantly remind employees to maintain the “No Cost Energy Saving” measures. Among the measures are switching off lights and computer screens during long office breaks, controlling air conditioners via timer for certain areas.

Group Electricity Consumption (kWh)



The chart shows the Group's total electricity consumption across 3 years. All the entities have experienced a decrease in electricity consumption despite several media stations having resumed their operation. Our highest energy use component is the chillers and therefore, we have scheduled chiller managements to ensure energy use is kept low. For Big Tree's OOH Panels, we have continued our initiatives in replacing current floodlights with LED lights which offer higher lighting efficiency with energy-saving capabilities.

NSTP Energy Intensity

The chart shows that NSTP's energy intensity has increased over 3 years. This is due to the decrease in demand for newsprint, thus contributing to print inefficiencies. Nevertheless, initiatives have been set in place to reduce energy consumption in NSTP branches.

We monitor our energy efficiency in Heating, Ventilation, and Air Conditioning (HVAC) systems, lighting areas and compressed air use for press machines. In addition, power inverters were installed to reduce energy usage when optimum use is reached. NSTP also submits an Energy Consumption Report to the Energy Commission twice a year to prove that our energy consumption is within the regulated level of 3 million kWh for 6 months. We have a designated personnel who monitors the energy usage to ensure our consumption is within the stipulated limit.

Energy Usage (kWh) Per MT of newsprint



ENVIRONMENTAL IMPACT

Spreading Environmental Awareness Through Radio Platforms

In 2021, the Group conducted several environmental Public Service Announcements (PSA) across our radio platforms. These include:

- ⇒ Waste Management
- ⇒ Water Management
- ⇒ Reduce Food Waste
- ⇒ Invest In Sustainability
- ⇒ Recycle, Reuse, Repurpose, Donate
- ⇒ Dangers of Fast Fashion
- ⇒ Protecting Marine Life From Plastic
- ⇒ Restoring Ecosystem

Creating Awareness on Wildlife Conservation

Big Tree continued to develop awareness on flora and fauna conservation through the “Ilustrasi Haiwan Malaysia” campaign. We produced vibrant art featuring a series of animals unique to Malaysia and these images were displayed around the vicinity of Petronas Twin Towers. This campaign aimed to provide attention to 12 different animals such as the Malayan Tiger, Malayan Peacock-Pheasant, and Malayan Tapir by relaying facts on the specific animal's population, conservation status, and habitat. QR codes were embedded into the visuals of each animal for passerbys to be able to retrieve this information.



▲ Big Tree's Ilustrasi Haiwan Malaysia campaign aimed to develop awareness on flora and fauna conservation.

Governance

INTRODUCTION



It is our duty to ensure compliance to high standards of governance across our entire operations to promote responsible business practices with transparency and integrity.

In this section we address the following material matters and their relevance to the Group's sustainability.

M1

Regulatory Compliance

M2

Responsible Content and Advertising

M3

Customer Privacy and Information Security

CUSTOMER PRIVACY AND INFORMATION SECURITY

Protecting customer privacy and information security is Media Prima's top priority with the advanced technology the world currently brings. With our stakeholders in mind, our Group IT have developed principles and measures to minimise the risk of cyber threats.

PRINCIPLES OF DATA PROTECTION AND PRIVACY

These principles are the foundation of our 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.

RISK PREVENTION MEASURES

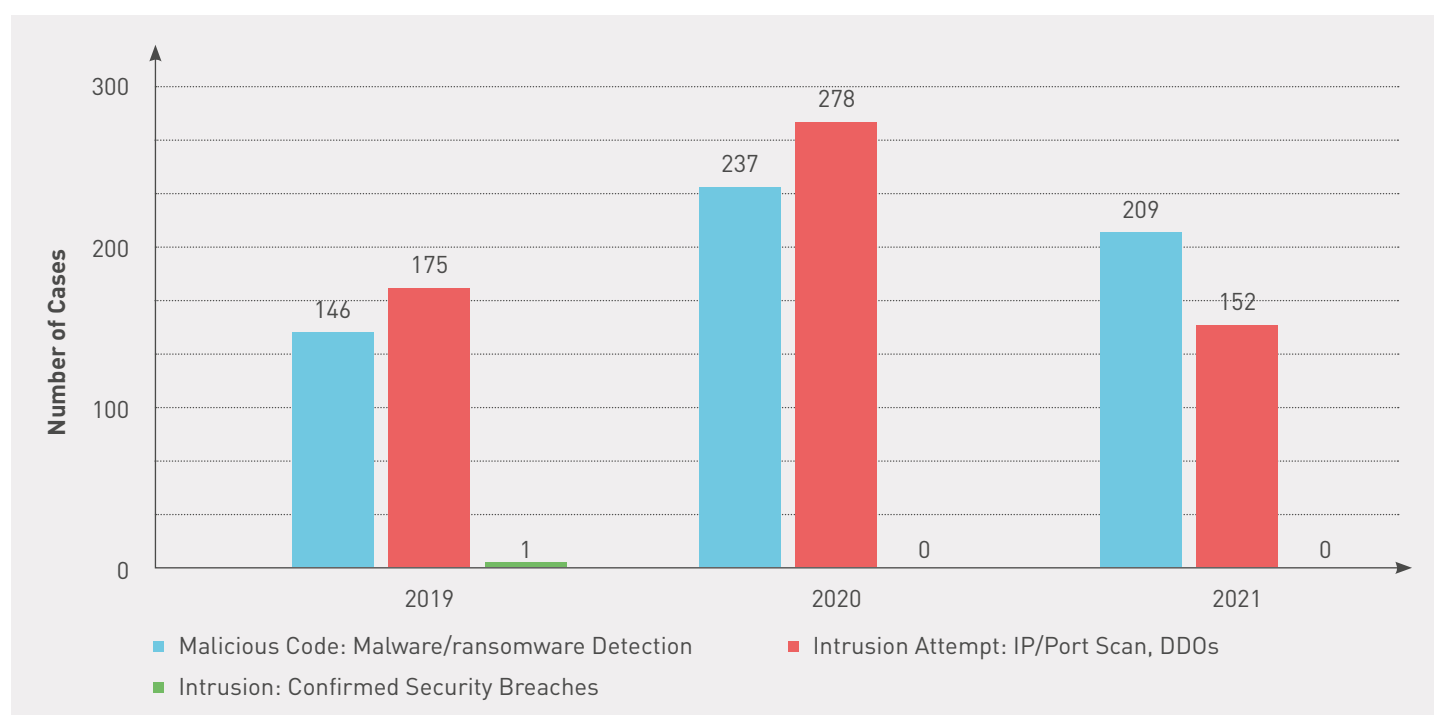
The following lays out the risk prevention measures we have adopted:

	Protect Customer Data and Privacy	<ul style="list-style-type: none"> ⇒ SSL Encrypted to prevent third-party infiltration amidst conversation ⇒ Database securely stored isolated behind Firewall and layers of security ⇒ Transactions handled via API to prevent any data leakage
	Ensure Safe Payment	<ul style="list-style-type: none"> ⇒ PCI DSS Audit standard compliant for all payment processing ⇒ Stored credentials encrypted to ensure no data can be reused by anyone or tampered ⇒ Payments processed via authorised payment gateway providers
	Manage Cyber Threats	<ul style="list-style-type: none"> ⇒ Security Policy and Standards enforced and published, available to users and concerned parties. ⇒ Physical and Environmental Security <ul style="list-style-type: none"> - Security perimeter - Biometric access controls - Surveillance cameras and guards ⇒ Computer and Network Management ⇒ Online sites hosted on Google Cloud Platform with CloudFlare CDN and WAF protection.
	Combat Data Piracy	<ul style="list-style-type: none"> ⇒ Actively tracing and reporting pirated content to be removed ⇒ DMCA Policy compliant to initiate takedown of the content ⇒ Content manager/copyright manager used to review and issue takedown based on the content review

In 2021, there were 83% less intrusion attempts, which also resulted in 13% decrease in malware or ransomware detection. We are proud to report 0% intrusions.

Summary of Cybersecurity Attack / Malware Attempt 2019 - 2021

Source: Mesiniaga SOC and Cloudflare



governance

REGULATORY COMPLIANCE

We understand the necessity of putting in place measures and initiatives to prevent corrupt and anti-competitive behaviour on top of complying with various legislation. It is non-negotiable to ensure that our business operates with integrity to safeguard the interests of our stakeholders. Any person who breaches the policies will be subjected to sanctions. Below are some of our policies that govern the way we work with our team as well as with others:

CONDUCT & CULTURE



- Guidelines on Business Courtesies
- Director's Code of Ethics

Media Prima's Guidelines on Business Courtesies is circulated in the bulletins to ensure employees make ethical decisions on their operations.

Similarly, the Directors are expected to act honestly and in good faith for the best interests of the Group and its stakeholders, adhering to the highest ethical standards. In 2021, the managing directors took part in a Compliance Sharing session.

ANTI-BRIBERY & ANTI-CORRUPTION



- MPB Anti-Corruption Policy
- No Festive Gifts Policy

All forms of corruption are treated with zero tolerance at Media Prima. The policies provide strict guidelines on how to handle improper solicitation, bribery, and other forms of corruption, as well as any difficulties that may emerge during the course of business.

Offering, giving, asking for, accepting, or receiving any form of undue or improper gratification is banned for the Group and its subsidiaries' directors and employees.

ANTI-FRAUD & WHISTLEBLOWING



- Anti-Fraud Policy
- Whistleblowing Policy

The Whistleblowing Policy provides a framework for stakeholders to report mismanagement, corruption, illegality, or other misconduct to Media Prima's authority in a responsible and secure manner. A platform is created to do so.

The Anti-Fraud Policy ensures the prevention and detection of fraud against the Group by outlining the guidelines and responsibilities for the development of controls and conduct of investigations.

We create awareness on the importance of our policies through consistent communication and reminders. These are some initiatives carried out:



MONTHLY NEWSLETTER

Monthly newsletters are circulated within the company to create awareness of corruption and provide infographics on compliance.



EASY ACCESS

Softcopy of the anti-corruption policy and guidelines on business courtesies are accessible through internal portals.



WHISTLEBLOWING CHANNELS

Channel set up to enable and protect our people if there is a need to report on fraudulent activities.



ANNUAL INTERNAL AUDIT REVIEW

Annual internal audit review on procurement and third-party contracts.

RESPONSIBLE CONTENT AND ADVERTISING

As the leading integrated media company in Malaysia, we acknowledge that we have a significant presence in society which follows a responsibility in ensuring that our news, advertisements and content that we produced are, to the best of our ability, accurate and suitable for the consumption of our audience.

We strictly adhere to the following regulations, codes and guidelines to ensure that we adopt the best practices and meet the responsible standards of news and content production as well advertising and marketing:

- ⇒ *Content Code by the Communications And Multimedia Content Forum Of Malaysia (CMCF).*
- ⇒ *Garis Panduan Penapisan Filem by Bahagian Kawalan Penapisan Filem Dan Penguatkuasaan, Kementerian Dalam Negeri.*
- ⇒ *Medicine Advertisements Board (MAB) Guidelines And Policy by Ministry of Health Malaysia.*
- ⇒ *Peraturan-Peraturan Perbadanan Kemajuan Filem Nasional Malaysia (Perlesenan 1983) by FINAS.*
- ⇒ *The Malaysian Code of Advertising Practice (ASA) by Advertising Standards Authority Malaysia (ASA).*
- ⇒ *Garis Panduan Penerbitan Di Bawah Akta Mesin Cetak Dan Penerbitan 1984 [Akta 301] by the Kementerian Dalam Negeri.*
- ⇒ *Garis Panduan Mockup Bagi Permohonan Permit Penerbitan Di Bawah Akta Mesin Cetak Dan Penerbitan 1984 [Akta 301] by the Kementerian Dalam Negeri.*

Media Prima also has internal processes and initiatives in advocating the best practices such as:

Training and dialogue sessions with CMCF where the selected employees and departments were exposed to the Content Code with an aim to elevate the understanding on the importance of compliance.

Awareness Sessions held by the Legal and Regulatory Affairs Department through trainings and seminars to ensure that our media practitioners are kept abreast with current legal and regulatory developments as well as adhere to the legal standards of responsible journalism in news reporting.

Trainings include themes such as *Content Code and Defamation, Radio Broadcasters: What to say and not say, Legal Awareness for Journalists, Legal Awareness for Live and Recorded Programmes, The Case of MalaysiaKini: The Decision that Changed the Media Landscape, Republication of Online Content, Digital Advertising: How Can You Get Into Trouble?, Kandungan Iklan Dalam Penyiaran* by Lembaga Penapis Filem (LPF), *Dialog Kawalan Iklan Bersama Lembaga Iklan Ubat* by Kementerian Kesihatan Malaysia (KKM), *Advertisement That Is Related To The Content Code* by Communication And Multimedia Content Forum (CMCF) and *Talk On Copyright Infringement*.

Engagements with Regulators in which the Regulatory Affairs Department acts as the main liaison with our Regulators. This Department is integral in getting clarification and feedback from the Regulators to enable the broadcast and publication of content. In the past, we have succeeded in pushing for amendment(s) to the Code to allow slimming products to be advertised.

Compliance to the Film Censorship Board of Malaysia (LPF) pursuant to the Film Censorship Act 2002 is undertaken through the existence of our Content Control Unit, Content & Airtime Control Media Prima Television Networks, which **works closely with the head office of LPF. The Content Control Unit is given the mandate by LPF** to provide clearance to broadcast specific type of content on television. All internal programmes will go through the internal review processes to ensure compliance with the Content Code.



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