



**MEDIA PRIMA BERHAD**  
Registration No. 200001030368 (532975-A)  
(Incorporated in Malaysia)

**INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER  
ENDED 31 MARCH 2022**

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		31.3.2022 RM'000	31.3.2021 RM'000	31.3.2022 RM'000	31.3.2021 RM'000
Revenue	A7	247,474	254,533	247,474	254,533
Operating expenses		(215,831)	(219,539)	(215,831)	(219,539)
Other operating income		3,956	1,456	3,956	1,456
Earnings before interest, taxation, depreciation and amortisation ("EBITDA")		35,599	36,450	35,599	36,450
Depreciation on right-of-use assets		(8,813)	(11,957)	(8,813)	(11,957)
Other depreciation		(9,365)	(12,017)	(9,365)	(12,017)
Amortisation of intangible assets (excluding programme and film rights)		(280)	(373)	(280)	(373)
Finance income		1,457	1,454	1,457	1,454
Finance costs on lease liabilities		(2,057)	(2,448)	(2,057)	(2,448)
Finance costs on financial liabilities		(2,129)	(1,440)	(2,129)	(1,440)
Share of results of associates		(1)	(51)	(1)	(51)
Profit before tax	A8	14,411	9,618	14,411	9,618
Taxation	B1	(9,184)	(5,459)	(9,184)	(5,459)
Net profit and total comprehensive income for the financial period		5,227	4,159	5,227	4,159
<b>Profit and total comprehensive income attributable to:</b>					
- Owners of the Company		6,028	5,246	6,028	5,246
- Non-controlling interests		(801)	(1,087)	(801)	(1,087)
		5,227	4,159	5,227	4,159
Earnings per share (sen)					
- Basic and diluted	B11	0.54	0.47	0.54	0.47

The unaudited Condensed Consolidated Statement of Comprehensive Income should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2021.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

	NOTE	AS AT 31.3.2022 RM'000	AS AT 31.12.2021 RM'000
<b>Assets</b>			
Property, plant and equipment		314,093	158,603
Right-of-use assets		174,958	119,357
Investment properties		15,962	16,066
Associates		1,240	1,241
Financial assets at fair value through other comprehensive income		688	688
Intangible assets		384,475	384,496
Other receivables		22,012	138,764
Deferred tax assets		14,383	14,383
<b>Non-current assets</b>		<b>927,811</b>	<b>833,598</b>
Inventories		15,621	14,976
Trade and other receivables		200,452	199,437
Current tax recoverable		8,589	7,330
Deposits, cash and bank balances	A12	396,995	341,621
<b>Current assets</b>		<b>621,657</b>	<b>563,364</b>
<b>Non-current assets held for sale</b>		<b>11,576</b>	<b>11,576</b>
<b>Total assets</b>		<b>1,561,044</b>	<b>1,408,538</b>
<b>Liabilities and equity</b>			
<b>Liabilities</b>			
Lease liabilities		143,943	105,488
Borrowings	B5	161,109	120,073
Deferred tax liabilities		37,283	37,288
<b>Non-current liabilities</b>		<b>342,335</b>	<b>262,849</b>
Trade and other payables		499,462	422,981
Lease liabilities		53,710	46,554
Borrowings	B5	32,500	33,561
Current tax payable		19,832	17,977
<b>Current liabilities</b>		<b>605,504</b>	<b>521,073</b>
<b>Total liabilities</b>		<b>947,839</b>	<b>783,922</b>
<b>Equity and Reserves</b>			
Share capital		1,524,735	1,524,735
Reserves		(903,206)	(892,596)
Equity attributable to owners of the Company		621,529	632,139
Non-controlling interests		(8,324)	(7,523)
<b>Total equity</b>		<b>613,205</b>	<b>624,616</b>
<b>Total liabilities and equity</b>		<b>1,561,044</b>	<b>1,408,538</b>
<b>Net assets per share attributable to equity holders of the Company (sen)*</b>		<b>56.03</b>	<b>56.99</b>

\* Net assets per share is calculated by dividing the net assets (excluding the portion allocated to non-controlling interests) of the Group by the number of ordinary shares in issue at the statement of financial position date.

The unaudited Condensed Consolidated Statement of Financial Position should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2021.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY**

	<u>Attributable to owners of the Company</u>				Non-	Total
	Share capital RM'000	Other reserves RM'000	Accumulated losses RM'000	Total RM'000	controlling interests RM'000	equity RM'000
<b><u>2022</u></b>						
At 1 January 2022	1,524,735	4	(892,600)	632,139	(7,523)	624,616
Net profit/(loss) and total comprehensive income/(loss) for the financial period	-	-	6,028	6,028	(801)	5,227
<b>Transaction with owners:</b>						
First and final dividend payable for the financial year ended 31 December 2021	-	-	(16,638)	(16,638)	-	(16,638)
<b>At 31 March 2022</b>	<b>1,524,735</b>	<b>4</b>	<b>(903,210)</b>	<b>621,529</b>	<b>(8,324)</b>	<b>613,205</b>
<b><u>2021</u></b>						
At 1 January 2021	1,524,735	4	(947,825)	576,914	(3,847)	573,067
Net profit/(loss) and total comprehensive income/(loss) for the financial period	-	-	5,246	5,246	(1,087)	4,159
<b>At 31 March 2021</b>	<b>1,524,735</b>	<b>4</b>	<b>(942,579)</b>	<b>582,160</b>	<b>(4,934)</b>	<b>577,226</b>

The unaudited Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2021.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS**

	NOTE	FOR THE PERIOD ENDED 31.3.2022 RM'000	FOR THE PERIOD ENDED 31.3.2021 RM'000
<b>Cash flows from operating activities</b>			
Profit for the financial period		5,227	4,159
Adjustments for:			
- Non-cash items		55,488	55,533
- Finance costs on lease liabilities		2,057	2,448
- Finance costs on financial liabilities		2,129	1,440
- Finance income		(1,457)	(1,454)
<b>Operating cash flows before changes in working capital</b>		63,444	62,126
Changes in working capital		51,276	15,108
<b>Cash flows from operations</b>		114,720	77,234
Income tax paid		(8,593)	(3,791)
<b>Net cash flows generated from operating activities</b>		106,127	73,443
<b>Cash flows from investing activities</b>			
Property, plant and equipment:			
- Additions		(51,074)	(1,081)
- Proceeds from disposals		-	209
Intangible assets:			
- Additions		(29,538)	(26,758)
Finance income received		1,457	1,443
<b>Net cash flows used in investing activities</b>		(79,155)	(26,187)
<b>Cash flows from financing activities</b>			
Finance cost paid on financial liabilities		(1,854)	(1,163)
Finance cost paid on lease liabilities		(2,057)	(2,448)
Drawdown of borrowings		48,716	878
Repayment of borrowings		(9,194)	(16,961)
Payment of principal element of lease liabilities		(7,209)	(9,049)
<b>Net cash flows generated from/(used in) financing activities</b>		28,402	(28,743)
<b>Net movement in cash and cash equivalents</b>		55,374	18,513
<b>Cash and cash equivalents at beginning of the financial period</b>		326,156	291,303
<b>Cash and cash equivalents at end of the financial period</b>	A12	381,530	309,816

The unaudited Condensed Consolidated Statement of Cash Flows should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2021.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A1. BASIS OF PREPARATION**

The unaudited interim financial statements have been prepared in accordance with MFRS 134: Interim Financial Reporting and paragraph 9.22 of the Listing Requirements of Bursa Malaysia Securities Berhad.

The unaudited interim financial statements should be read in conjunction with the audited annual financial statements of the Group for the financial year ended 31 December 2021, which were prepared in compliance with Malaysian Financial Reporting Standards ("MFRS"), International Financial Reporting Standards and the requirements of the Companies Act 2016 in Malaysia. The explanatory notes attached to the interim financial statements provide an explanation of events and transactions that are significant to an understanding of the changes in the financial position and performance of the Group since the financial year ended 31 December 2021.

The Group have applied the following amendments for the first time for the financial year beginning on 1 January 2022:

**Effective for annual periods beginning on or after 1 January 2022:**

<b>Description</b>	
Annual Improvements to MFRS 1	Reference to cumulative translation differences
Amendments to MFRS 3	Reference to the Conceptual Framework
Amendments to MFRS 116	Proceeds before Intended Use
Amendments to MFRS 137	Onerous Contracts – Cost of Fulfilling a Contract
Annual Improvements to MFRS 9	Fees in the 10% test for the derecognition of financial liabilities

The initial application of the above amendments did not have any material impact to the consolidated financial statements of the Group.

The Group will be adopting the following MFRSs when they become effective in the respective financial periods.

<b>Description</b>		<b>Effective for annual periods beginning on or after</b>
Amendments to MFRS 101	Classification of Liabilities as Current or Non-Current	1 January 2023
Amendments to MFRS 101	Disclosure of Accounting Policies	1 January 2023
Amendments to MFRS 108	Definition of Accounting Estimates	1 January 2023
Amendments to MFRS 112	Deferred Tax related to Assets and Liabilities arising from a Single Transaction	1 January 2023

The above amendments to published standards are not expected to have a significant effect on the Group.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A2. AUDITORS' REPORT ON PRECEDING ANNUAL FINANCIAL STATEMENTS**

The auditors' report on the audited annual financial statements for the financial year ended 31 December 2021 was not qualified.

**A3. SEASONAL OR CYCLICAL FACTORS**

The operations of the Group's major business segments are generally affected by the major festive seasons.

**A4. UNUSUAL ITEMS AFFECTING ASSETS, LIABILITIES, EQUITY, NET INCOME OR CASH FLOWS**

There were no unusual items affecting the assets, liabilities, net income or cash flows of the Group in the first quarter ended 31 March 2022.

**A5. MATERIAL CHANGES IN ESTIMATES**

There were no material changes in estimates of amounts reported in prior financial years that have a material effect in the first quarter ended 31 March 2022.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A6. SEGMENTAL REPORTING**

The Group determines and presents its operating segments based on information reported internally to the Group Managing Director and the Board of Directors. The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segment being made.

	<b>Omnia RM'000</b>	<b>Broad- casting RM'000</b>	<b>Out-of- Home RM'000</b>	<b>Publish- ing RM'000</b>	<b>Digital Media RM'000</b>	<b>Content Creation RM'000</b>	<b>Home Shopping RM'000</b>	<b>Corporate RM'000</b>	<b>Elimination RM'000</b>	<b>Total RM'000</b>
<b>Period ended</b>										
<b><u>31 March 2022</u></b>										
Revenue from external customers	172,927	18,186	803	11,173	1,462	333	42,590	-	-	247,474
Inter-segment revenue	-	100,104	26,014	17,824	22,066	24	27	2,043	(168,102)	-
	172,927	118,290	26,817	28,997	23,528	357	42,617	2,043	(168,102)	247,474
<b>Reportable segment</b>										
<b>profit/(loss) after tax before non-controlling interest</b>	<b>44</b>	<b>24,439</b>	<b>(4,199)</b>	<b>(1,884)</b>	<b>1,315</b>	<b>589</b>	<b>(4,622)</b>	<b>(8,522)</b>	<b>(1,933)</b>	<b>5,227</b>
<b>Period ended</b>										
<b><u>31 March 2021</u></b>										
Revenue from external customers	129,733	553	23,685	15,193	504	8,307	76,558	-	-	254,533
Inter-segment revenue	-	91,969	-	16,583	18,759	889	-	2,043	(130,243)	-
	129,733	92,522	23,685	31,776	19,263	9,196	76,558	2,043	(130,243)	254,533
<b>Reportable segment</b>										
<b>(loss)/profit after tax before non-controlling interest</b>	<b>(1,200)</b>	<b>10,683</b>	<b>(2,246)</b>	<b>(354)</b>	<b>615</b>	<b>6,535</b>	<b>2,472</b>	<b>(9,899)</b>	<b>(2,447)</b>	<b>4,159</b>



**NOTES TO THE INTERIM FINANCIAL REPORT**

**A7. REVENUE**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2022</b>	<b>31.3.2021</b>	<b>31.3.2022</b>	<b>31.3.2021</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
Revenue from contracts with customers:				
Advertising revenue	<b>174,359</b>	152,342	<b>174,359</b>	152,342
Newspaper sales	<b>7,520</b>	10,119	<b>7,520</b>	10,119
Newspaper printing and distribution	<b>3,465</b>	5,056	<b>3,465</b>	5,056
Content sales	<b>18,245</b>	8,592	<b>18,245</b>	8,592
Sales of home shopping goods	<b>42,466</b>	76,558	<b>42,466</b>	76,558
Other ancillary revenue	<b>496</b>	508	<b>496</b>	508
	<b>246,551</b>	253,175	<b>246,551</b>	253,175
Revenue from other sources:				
Rental income from investment properties and outdoor cellular antenna space	<b>923</b>	1,358	<b>923</b>	1,358
	<b>247,474</b>	254,533	<b>247,474</b>	254,533

**A8. PROFIT BEFORE TAX**

Profit before tax is stated after crediting/(charging):

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2022</b>	<b>31.3.2021</b>	<b>31.3.2022</b>	<b>31.3.2021</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
Net impairment charge on financial instruments	<b>(1,615)</b>	(286)	<b>(1,615)</b>	(286)
Net foreign exchange loss	<b>(35)</b>	(49)	<b>(35)</b>	(49)
Inventories written-back/(written-down)	<b>38</b>	(1)	<b>38</b>	(1)
Gain on termination of leases	<b>3,238</b>	-	<b>3,238</b>	-
Gain on disposal of property, plant and equipment	-	307	-	307

**A9. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT**

The Group's property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A10. CONTINGENT LIABILITIES**

The Group is a defendant in 15 legal suits (as at 31.12.2021: 17 suits) with contingent liabilities amounting to approximately RM3.3 million (as at 31.12.2021: RM3.9 million). The legal suits mainly consist of claims on defamation.

Apart from the foregoing, the Directors are not aware of any other proceedings pending against the Group or of any facts likely to give rise to any proceedings which might materially affect the financial position or business operations of the Group.

**A11. CAPITAL COMMITMENTS**

Capital commitments not provided for in the financial statements as at 31 March 2022 are as follows:

	<b>RM'000</b>
Approved but not contracted for:	
- Property, plant and equipment	<b>41,798</b>
- Intangible assets	<b>94,736</b>
Approved and contracted for:	
- Property, plant and equipment	<b>429</b>
- Intangible assets	<b>14,402</b>

**A12. CASH AND CASH EQUIVALENTS**

Details of cash and cash equivalents are as follows:

	<b>As at 31.3.2022 RM'000</b>	As at 31.3.2021 RM'000
Cash and bank balances	<b>315,828</b>	261,698
Deposits with licensed banks	<b>81,167</b>	60,598
<b>Deposits, cash and bank balances</b>	<b>396,995</b>	322,296
<i>Less: Restricted deposits</i>		
Deposits with licensed banks	<b>(15,465)</b>	(12,480)
<b>Cash and cash equivalents</b>	<b>381,530</b>	309,816

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A13. SIGNIFICANT RELATED PARTY TRANSACTIONS**

Significant related party transactions for the period ended 31 March 2022 are as follows:

	<b>For the period ended 31.3.2022 RM'000</b>	For the period ended 31.3.2021 RM'000
Associate companies:		
- Purchase of services	<b>(257)</b>	(430)
Companies related by virtue of a common major shareholder with a significant influence over the Company:		
- Revenue from contracts	<b>5,013</b>	5,160
- Rental income	<b>111</b>	-
- Purchase of goods and services	<b>(6,370)</b>	(7,156)
- Finance cost on borrowings	<b>(1,047)</b>	-

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B1. TAXATION**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2022</b>	<b>31.3.2021</b>	<b>31.3.2022</b>	<b>31.3.2021</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
In respect of the current period:				
- Current income tax	<b>9,189</b>	5,476	<b>9,189</b>	5,476
- Deferred tax credit	<b>(5)</b>	(17)	<b>(5)</b>	(17)
	<b>9,184</b>	5,459	<b>9,184</b>	5,459

The difference in the Group's effective tax rate for the current quarter and the statutory corporate tax rate of 24% is partly due to several loss-making companies within the Group which reduces the Group's profit before tax and therefore led to a higher effective tax rate.

**B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES**

As at 31 March 2022, the Group does not have any financial liabilities measured at fair value through profit or loss.

**B3. MATERIAL LITIGATION**

The status of material litigation is disclosed in Note A10 of this interim financial report.

**B4. STATUS OF CORPORATE PROPOSALS**

Save as below, the Group does not have any other corporate proposal that has been announced and is pending completion:

- (a) On 15 July 2021, The New Straits Times Properties Sdn. Bhd. ("NST Properties"), a wholly-owned subsidiary of The New Straits Times Press (Malaysia) Berhad, which in turn is a 98.17% owned subsidiary of the Company, entered into a conditional sale and purchase agreement with Alam Flora Environmental Solutions Sdn. Bhd. (formerly known as DRB-HICOM Environmental Services Sdn. Bhd.) ("AFES") for the proposed disposal of one (1) parcel of leasehold industrial land held under H.S.(D) 116410, PT 237, Bandar Sultan Sulaiman, Daerah Klang, Negeri Selangor measuring approximately 23,370 square metres and bearing the postal address Lot 33, Lebuhr Sultan Mohamed 1, Jalan Lebuhr 1, Kawasan Perindustrian Bandar Sultan Sulaiman, 42000 Port Klang, Selangor Darul Ehsan together with two (2) single storey detached warehouses identified as Block A and Block B erected thereon registered under NST Properties to AFES for a total disposal consideration of RM25.0 million to be satisfied entirely by cash ("Proposed Disposal").

As at the date of this interim financial report, the Proposed Disposal is pending fulfilment of the conditions precedent under the terms of the conditional sale and purchase agreement and is expected to be completed in the fourth quarter of 2022.

ADDITIONAL LISTING REQUIREMENT INFORMATION

**B5. BORROWINGS**

	As at 31.3.2022 RM'000	As at 31.3.2021 RM'000
<b><u>Non-current</u></b>		
Secured:		
- Term loan	42,394	71,969
- Islamic term loan	118,715	-
	161,109	71,969
<b><u>Current</u></b>		
Secured:		
- Term loan	32,500	32,500
Unsecured:		
- Banker's acceptance	-	5,444
	32,500	37,944
<b>Total borrowings</b>	<b>193,609</b>	<b>109,913</b>

The Group's borrowings are denominated in Ringgit Malaysia.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B6. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER/PERIOD AGAINST THE COMPARATIVE QUARTER/PERIOD**

	<b>Quarter/period ended 31.3.2022 RM'000</b>	Quarter/period ended 31.3.2021 RM'000
Revenue	<b>247,474</b>	254,533
Profit after tax	<b>5,227</b>	4,159

Profit after tax grew by 26% in the current period ended 31 March 2022 compared to the corresponding period. The higher profit during the period was partly contributed by lower depreciation and amortisation expenses and higher other operating income.

The Group's revenue for the current period remained resilient, driven by Omnia's integrated advertising strategy which led to a 14% increase in advertising revenue compared to the corresponding period and supported by content sales which more than doubled from the corresponding period.

The performance of the Group's segments for the current period ended 31 March 2022 as compared to the comparative period ended 31 March 2021 are as follows:

- (a) Omnia - Revenue growth of 33% against the comparative period as advertising increased across most of the Group's media platforms. The higher segment revenue during the current period was also attributed to the Group's out-of-home advertising sales arm being consolidated under Omnia from the second half of 2021.
- (b) Broadcasting - Recorded a 28% increase in revenue attributed to television advertising and content licensing revenue.
- (c) Digital Media - Higher revenue by 22% compared to the comparative period arising from the increased digital advertising campaigns during the current period.
- (d) Out-of-Home - Recorded a 13% increase in revenue reflecting a gradual return of the demand for out-of-home advertising during the current period compared to the comparative period.
- (e) Home Shopping - Revenue decreased by 44% against the comparative period as consumers returned to brick-and-mortar shopping following further easing of movement restrictions.
- (f) Publishing – Advertising revenue improved by 9% for the current period against the comparative period. This improvement was able to partially cushion the softer newspaper printing and circulation revenue.
- (g) Content Creation – Revenue for the segment was lower as most of the Group's content licensing revenue during the current period was recorded under the Broadcasting segment compared to the Content Creation segment in the comparative period. The lack of film release at the box office by the segment during the period also contributed to the lower revenue.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B7. COMPARISON OF PERFORMANCE FOR THE CURRENT QUARTER AGAINST THE IMMEDIATE PRECEDING QUARTER**

	<b>Quarter ended 31.3.2022 RM'000</b>	Quarter ended 31.12.2021 RM'000
Revenue	<b>247,474</b>	315,901
Profit before tax	<b>14,411</b>	47,557

Being one of the more challenging quarters in the calendar year based on past trends, the Group's profit before tax during the current quarter was RM14.4 million, lower against the immediate preceding quarter. Revenue for the current quarter ended 31 March 2022 tapered against the immediate preceding quarter ended 31 December 2021 mainly due to the cyclically softer advertising expenditure.

**B8. PROSPECTS FOR 2022**

The reopening of more economic sectors will lead to the return in demand for advertising in other platforms that have previously been impacted by the Movement Control Orders. The ratings, listenership and reach across all our platforms are still strong, which gives us confidence that this will be a key catalyst for the growth of our advertising revenue in the remaining quarters of the year. We are cautiously confident that our other platforms including Out-of-Home and Media Prima Audio will see recovery in the coming quarters this year. The positioning of Omnia as an advertising solutions provider that offers creative services and integrated marketing solutions across all of the Group's media platforms will continue to facilitate the growth.

On the non-advertising revenue front, the Group is looking to move forward with the next phase of growth for WOWSHOP. WOWSHOP 2.0, which is currently underway, involves revamping the Group's e-commerce capabilities, leveraging all media platforms to generate demand, while effectively harnessing the Group's data, which includes the extended data from our digital platforms. The non-advertising revenue for the Group will also be driven by content sale and distribution, which has seen significant growth against the comparative quarter. As Malaysia's largest content provider, we are confident that we will benefit from the increase in demand for more local content from existing and new streaming service providers.

The Group will focus on sustaining the performance by accelerating revenue-generating efforts for its advertising, digital and commerce businesses whilst continuously monitoring its cost management initiatives. The Group will continue to look out for more strategic collaborations to grow further, while elevating its competitive advantage.

**B9. PROFIT FORECAST/PROFIT GUARANTEE**

The Group has not issued any profit forecast/profit guarantee during the current financial period.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B10. DIVIDEND**

No dividend have been declared by the Board of Directors for the first quarter ended 31 March 2022.

**B11. EARNINGS PER SHARE**

The Group's earnings per share are calculated as follows:

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2022</b>	<b>31.3.2021</b>	<b>31.3.2022</b>	<b>31.3.2021</b>
Profit attributable to owners of the Company (RM'000)	<b>6,028</b>	5,246	<b>6,028</b>	5,246
Weighted average number of ordinary shares in issue ('000)	<b>1,109,199</b>	1,109,199	<b>1,109,199</b>	1,109,199
<b>Basic and diluted earnings per share (sen)</b>	<b>0.54</b>	0.47	<b>0.54</b>	0.47

The Group does not have in issue any financial instruments or other contracts that may entitle its holders to ordinary shares and potentially dilute its earnings per share.

**BY ORDER OF THE BOARD**

**TAN SAY CHOON**

**(MAICSA 7057849 / SSM PRACTISING CERTIFICATE NO. 202008003070)**

**GROUP COMPANY SECRETARY**

**Kuala Lumpur**

**30 May 2022**

*Additional financial analysis of Media Prima Berhad is available on Media Prima Berhad's website:*

<http://www.mediaprima.com.my>