

WE ARE

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1Q FY2022 Investor Presentation

Financial and Business Review for the Financial Period Ended
31 March 2022



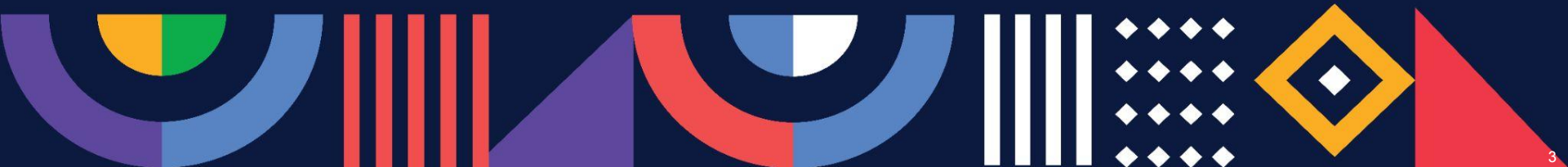
DISCLAIMER

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

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

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

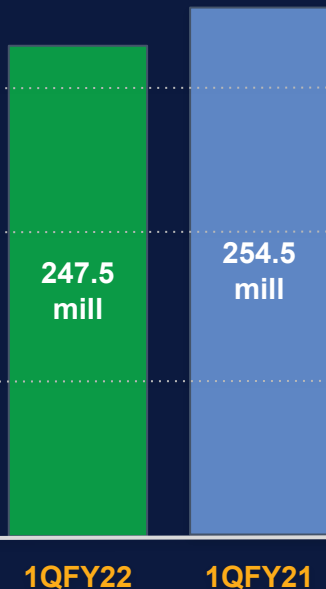
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We Marched Into 2022 On A Positive Note

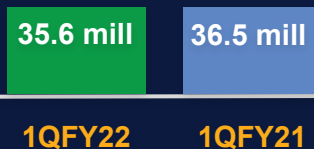
Posted a PAT of RM5.2 million for 1QFY22

Revenue - slight
decrease of 3%

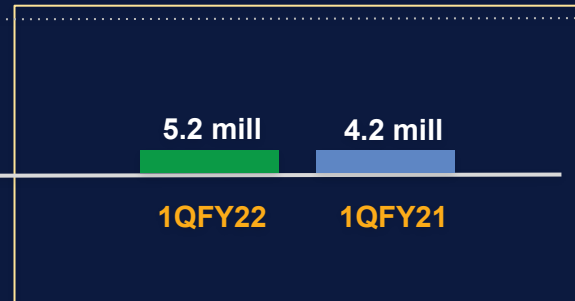


- Amidst challenging operating landscape, our revenue remained resilient with a **marginal decrease of 3% to RM247.5 million** in 1QFY22 against RM254.5 million in 1QFY21. Omnia's integrated advertising strategy **improved advertising revenue** across the Group's business **by 14%**, partially offset the lower home shopping, newspaper circulation and printing revenue.
- Posted a **PAT of RM5.2 million for 1QFY22**, continuing the Group's quarterly profit momentum.

EBITDA - slight
decrease of 2%



Profit after Tax - increase of 26%



We Marched Into 2022 On A Positive Note

Revenue Growth in Advertising and Content Sales

Net Revenue

1QFY22 1QFY21 Change

RM'000

%

Advertising revenue	174,359	152,342	14
Newspaper sales	7,520	10,119	(26)
Newspaper printing & distribution	3,465	5,056	(31)
Content sales	18,245	8,592	>100
Sale of home shopping goods	42,466	76,558	(45)
Ancillary and non-media	1,419	1,866	(24)
Total net revenue	247,474	254,533	(3)

Omnia's integrated strategy leveraging on Media Prima's popular brands and mass reach across multiple media platforms led to **improved advertising revenue by 14% in 1QFY22.**

Content sales revenue more than doubled in 1QFY22

against the previous year, as we continue to invest heavily in content creation to keep up with the demand from global streaming providers for more localised content.

We Marched Into 2022 On A Positive Note

Continued Quarterly Profit Momentum

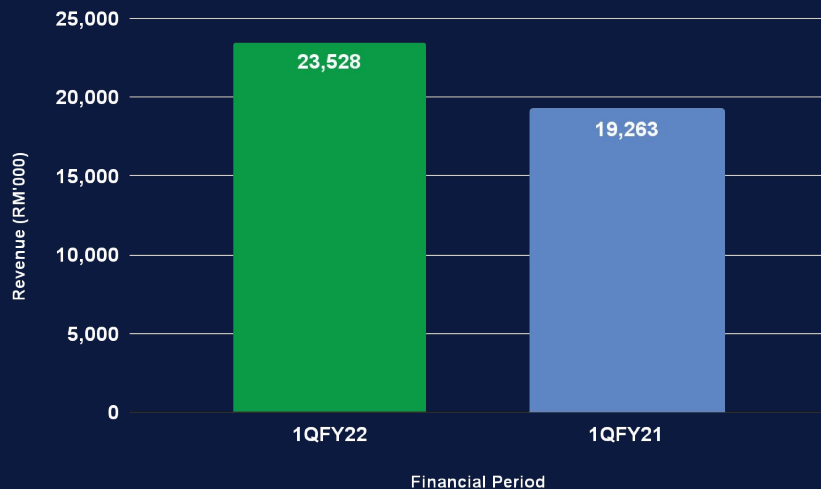
RM million	1QFY22	1QFY21	2QFY21	3QFY21	4QFY21
Revenue	247.5	254.5	292.4	257.3	315.9
EBITDA	35.6	36.5	44.0	35.2	93.3
Profit After Tax	5.2	4.2	12.7	6.6	28.2

- Despite a marginal 3% decrease of 1QFY22 revenue against 1QFY21, **advertising revenue increased by 14%**.
- Posted a **1QFY22 PAT of RM5.2 million** compared to a PAT of RM4.2 million in 1QFY21.
- **Continued quarterly profit momentum for seventh consecutive quarter** since 3QFY20.

We Marched Into 2022 On A Positive Note

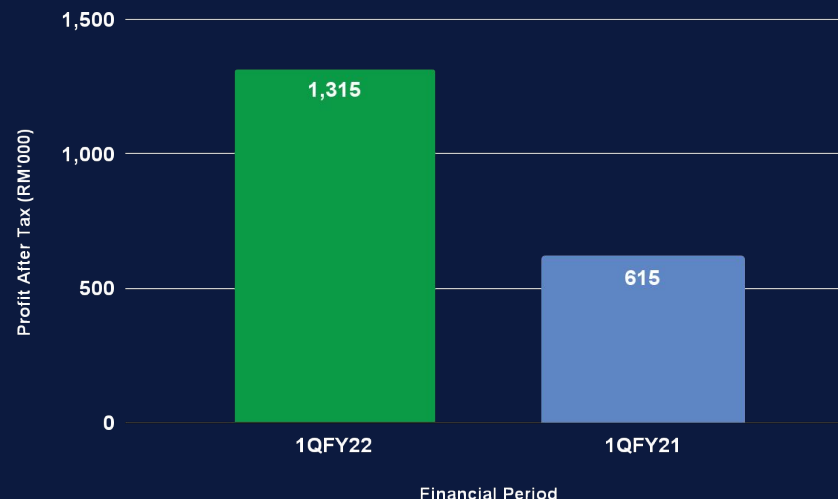
Revenue and Earnings Growth for our Digital Business

Revenue



22% growth in Group's digital revenue

Profit After Tax



>100% growth in PAT

Increased digital advertising campaigns during the current period contributed to the growth in Group's digital revenue, resulting in higher PAT in the current period.

Expanding Our News Network

New Premium Titles to our Offerings

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Our News Network today includes seven popular publications in English and Bahasa Malaysia and ranks among the top news sources for online readership in the country.

NEW
STRAITS TIMES

BH
Berita Harian

Harian
Metro

PEMIKIRAN BARU
**Utusan
Malaysia**

JOIN THE REAL CONVERSATION
The Malaysian Reserve

FMT

Kosmo!

8.0
million

my
Metro

7.4
million

BH
ONLINE

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

Next Phase of Growth for WOWSHOP

WOWSHOP 2.0 - Revamping Our e-Commerce Capabilities

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Best Selling Products in Q1 FY2022



Yusuf Taiyoob
Kurma Zarra
Wowshop Exclusive



Bossman Kaden
Stain Away Cleaner



Eliza Microfibre
Towel

Working Closely with Omnia: WOWSHOP's Solutions For SMEs



Managing the revenue and marketing for SMEs, leveraging on MPB's media strengths and WOWSHOP's existing systems **via combination of commercial airtime and commerce space** so SMEs can focus on product development

Q1 2022 Customers & Sales Contribution

>68,000
New customers
In 1Q FY22

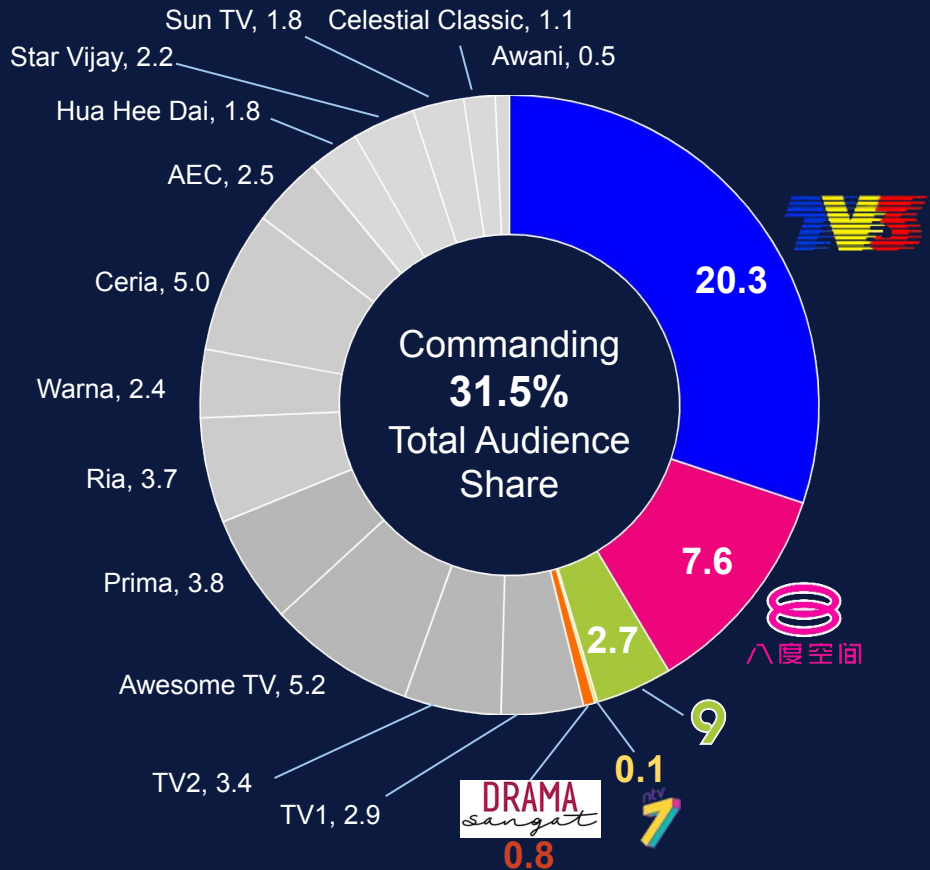
53%
Mobile and web

>3.0M
Registered Customers
as at 31 March 2022

47%
Television

Strong Presence In Malaysia

Strong Presence On Malaysian Television



Remained the most watched television network with our channels, TV3, TV9, 8TV and ntv7 capturing over 31.5% of Malaysia's television audiences.

- TV3 dominates the Malay 4+ segment with a 28.8% audience share.
- TV3 has 25.2% share among Malay 4+ Astro subscribers audience.
- 8TV reaffirmed itself as the number one Chinese-language station in Malaysia, dominating with a 37.4% of the Chinese 4+ segment.

Source: Nielsen Audience Measurement (Total Individuals, Malay 4+, Malay 4+ Astro subscribers and Chinese 4+ from January to March 2022)

We Command A Strong Digital Presence

#1 Digital Publisher In Malaysia

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14.2m

Total monthly unique visitors on mobile in Malaysia as of February 2022

14.2m

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MEDIA PRIMA GROUP

COMPANY X

GOOGLE

FACEBOOK

18.8m

YouTube subscribers as at 1QFY22

58.0m

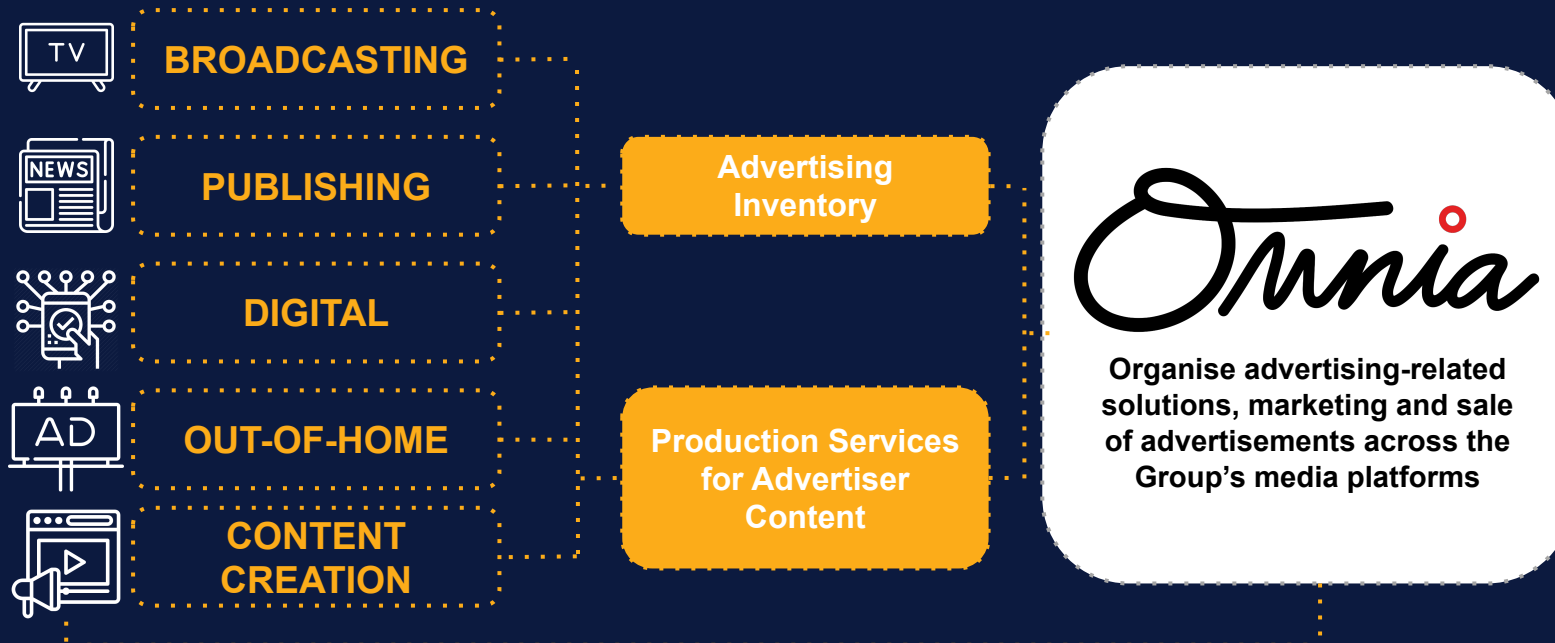
Facebook & Instagram followers as at 1QFY22

15.2m

Unique Malaysians on desktop & mobile as of February 2022. We are the third largest company for digital reach

Continued success with Omnia

One-stop shop offering integrated marketing solutions



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

Compelling Brand Campaigns, Events and Creative Advertiser Content Solutions



We Deliver Out-of-Home Solutions

Premierised Out-Of-Home Advertising Solutions

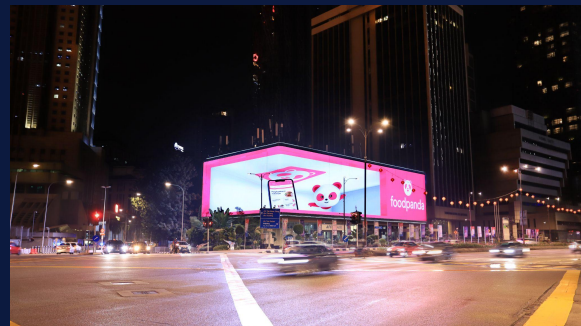
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New Site at NKVE Highway



Coway Campaign on vertical unipole



Foodpanda' Campaign on Cubig @ KLCC Junction



Carsome campaign at LRT Masjid Jamek Station

BIG TREE

TRC

KURNIA
OUTDOOR

GOTCHA

UPD

BT SJ

28

DIGITAL
SITES

93

DIGITAL
SCREEN UNITS

Recorded a **13% increase in revenue in Q1 2022**, reflecting a gradual return of the demand for out-of-home advertising compared to the comparative period.

Malaysia's Biggest Content Production House

We Invest Heavily In Content Creation To Keep Up With Demand From Streaming Platforms

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Leverage Our Popular IPs Beyond TV

Ejen Ali hits Beyond the Screen

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Ejen Ali Merchandise



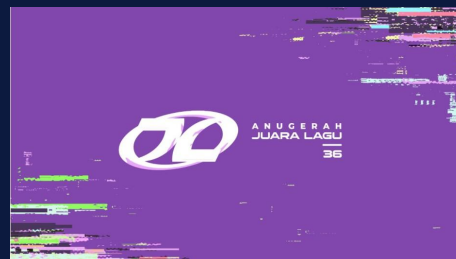
Ejen Ali Season 3

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

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



2.6M VIEWERS



2.5M VIEWERS



2.3M VIEWERS



2.0M VIEWERS



2.0M VIEWERS



2.3M VIEWERS



1.9M VIEWERS



1.9M VIEWERS

Best Local Entertainment & Trusted News and Updates

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

>5M

weekly listeners

media

prima audio



>16M

digital listens (Q1 2022)

hotfm

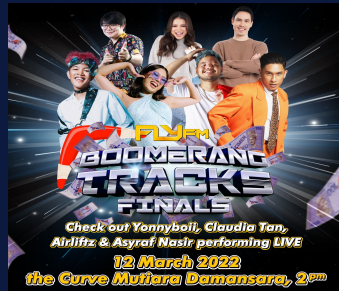
FLYFM

buletin fm



molekfm

RADIO+



Sources:
GfK Radio Audience Measurement Wave 2, 2021
Combined data from Radioactive, Whooshkaa, YouTube

Committed to being a Good Corporate Citizen

Key Social Impact in 1QFY22

- **Malaysia Hari Ini (“MHI”)** collaborated with a group of 4-wheel drivers volunteers and donated to 40 families (a total of 140 residents).
- **The MHI crew** along with NGOs helped contribute to the homeless and less fortunate as they addressed the issue of food wastage in the private sector.
- In support of our staff members who had been affected by the recent flooding in various states across Malaysia, **Media Prima Television Networks and The New Straits Times Press (Malaysia) Berhad** helped with **in-kind assistance** in the form of essentials such as food and drinks, basic necessity care packs, home appliances as well as financial aid.
- **Titipan Kasih Harian Metro** collaborated with Kedai Ayamas for programme involving donations of cash and various daily necessities of the Kedai Ayamas brand to selected welfare homes in nine (9) states in Peninsular Malaysia. Harian Metro also donated Kotak Rezeki comprising daily basic groceries to the related recipients.
- **Titipan Kasih Harian Metro** collaborated with AgroBank to develop Hydroponic Planting System Project in 6 (six) selected welfare homes, including Tahfiz Centre nationwide, to help them produce food resources as well as generate their own income. 5 (five) welfare homes received between RM3,000 to RM5,000 depending on the size and area available for hydroponic.
- **Titipan Kasih Harian Metro** also collaborated with Affin Islamic Bank Berhad by donating 50 laptops to B40 students in Melaka and Negeri Sembilan. A total of 50 B40 students aged 15-17 years old received laptops donated by Affin Islamic together with an internet data plan package from Digi for a year.



Committed to being a Good Corporate Citizen

Key Social Impact in 1QFY22

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- Provision of **financial assistance for 23 cases** that were featured in TV3's Bersamamu television programme and on TV3 Malaysia official YouTube channel.
- Provision of **flood relief assistance** for Sekolah Kebangsaan Taman Sri Muda and Sekolah Kebangsaan Taman Sri Muda 2.
- Provision of **flood relief assistance** contribution to Sekolah Menengah Agama Kuala Klawang for the purchase of back-to-school vouchers and studio equipment.
- Provision of **flood relief assistance** contribution of back-to-school vouchers for students of Sekolah Kebangsaan Desa Bakti, Mentakab.



Committed to Responsible Business

Practices, Good Corporate Governance and Care for the Environment

We are a constituent of the FTSE4Good Bursa Malaysia Index



Our ESG activities are focused on:

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

Our Overall Commitment To Being A Responsible Media Company

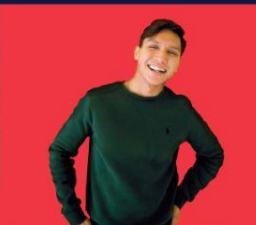


Media Prima - NSTP
Humanitarian Fund

THANK YOU!

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Appendix

Q1FY22 STATEMENT OF COMPREHENSIVE INCOME

RM'000	1QFY22	1QFY21	Change (%)
Net revenue	283,798	288,483	(3)
- Direct cost	(100,861)	(108,679)	7
- Other operating expenses	(114,970)	(110,860)	(4)
Total operating expenses	(215,831)	(219,539)	3
Other operating income	3,956	1,456	>100
EBITDA	35,599	36,450	(2)
Depreciation of right-of-use assets	(8,813)	(11,957)	26
Other depreciation	(9,365)	(12,017)	22
Amortisation of intangible assets	(280)	(373)	25
Finance income	1,457	1,454	0
Finance cost on lease liabilities	(2,057)	(2,448)	16
Finance cost on financial liabilities	(2,129)	(1,440)	(48)
Share of results of associates	(1)	(51)	98
Profit before tax	14,411	9,618	50
Taxation	(9,184)	(5,459)	(68)
Profit after tax	5,227	4,159	26
- Profit attributed to owners of the parent	6,028	5,246	15
- Loss attributed to NCI	(801)	(1,087)	26
	5,227	4,159	26
<i>EBITDA margin</i>	13%	13%	
<i>PAT margin</i>	2%	1%	

Key Highlights

Net revenue marginally decreased by 3%. **However, advertising revenue grew by 14%** to partially offset lower non-advertising revenue in 1QFY22.

Continues strong performance to **record seventh consecutive** profitable quarters.

1QFY22 SEGMENTAL REPORTING

(RM million)	Omnia	Broadcasting	OOH	Publishing	Digital Media	Content Creation	Home Shopping	Corporate	Elimination	Total
Net Revenue										
1QFY22	172,927	118,290	26,817	28,997	23,528	357	42,617	2,043	(168,102)	247,474
1QFY21	129,733	92,522	23,685	31,776	19,263	9,196	76,558	2,043	(130,243)	254,533
Change (%)	33	28	13	(9)	22	(96)	(44)	0	29	(3)
PAT / (LAT)										
1QFY22	44	24,439	(4,199)	(1,884)	1,315	589	(4,622)	(8,522)	(1,933)	5,227
1QFY21	(1,200)	10,683	(2,246)	(354)	615	6,535	2,472	(9,899)	(2,447)	4,159
Change (%)	>100	>100	(87)	(>100)	>100	(91)	(>100)	14	21	26