

# WE ARE

media prima



## Investor Presentation

Financial and Business Review for the 9 Months Ended  
30 September 2022



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Omnia

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RANGKAIAN  
TELEVISYEN

INSTP  
a media prima company

REV  
MEDIA GROUP

BIG TREE

media prima audio

wowshop

TV3

ntv 7

8

9

primeworks  
studios

alternate  
RECORDS & TALENTS

tonton

tonton  
CINEMA

NEW  
STRAITS TIMES

NEW  
STRAITS TIMES

BH  
Berita Harian

Metro

EKLIK

galeri  
PRIMA

SAYS

OH BULANI  
Laman Berita Harian Malaysia

VIRAL  
CIAM!

ROJAK  
1st

Sirap Limau

SEISMIK

SEISMIK  
MAKAN

VOCKET

xtra

THE LAKI

lunaria

MyResipi

IGN  
S.E. ASIA

Mashable  
Southeast Asia

SPARK

talk

audience+

MYGAMEON

EVER  
ALL

rauhani

rauhani

ALIF  
SOFIA

8coin

JUCE

Utusan  
Malaysia

Kosmo!

The Malaysian Reserve

FMT

KURNIA

GOTCHA

TRC

UPD

BT SJ

hot fm

buletin fm

molek fm

FLY FM

FM

AUDIO+

Malaysia's leading and largest fully-integrated media company

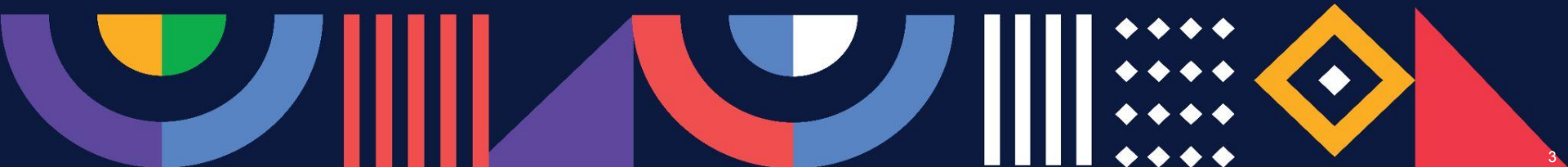
## DISCLAIMER

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.

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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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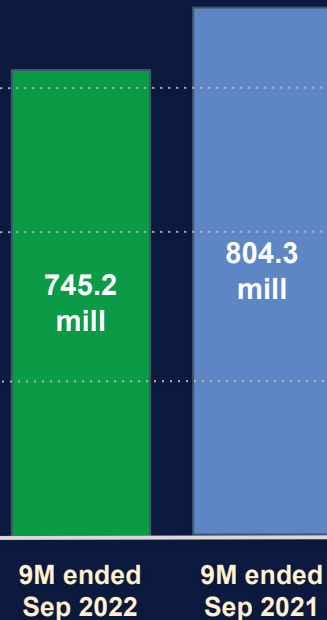


# Media Prima Posted Higher 9M Profit and Maintains Ad Revenue Momentum

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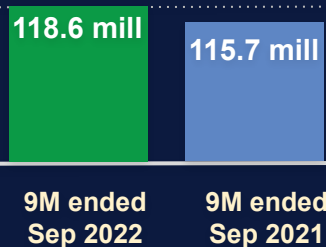
Maintained ad revenue momentum with a 7% increase,  
driven by its marketing solutions subsidiary, Media Prima Omnia

## Revenue



- **Remained resilient** amid and increasingly challenging media landscape, **recording RM745.2 million** in revenue and RM27.0 million in PAT for the 9 months ended 30 September 2022.
- **Advertising revenue:** An encouraging momentum, **posting a 7% growth to RM545.8 million** in 9 months ended 30 September 2022 against the comparative 9 months ended 30 September 2021.
- The increase in advertising revenue was able to partially offset the lower non-advertising revenue, resulting in a 7% decrease in total revenue compared to the corresponding period.
- Lower operating expenses during the period was able to cushion the lower revenue, resulting in the Group's PAT **registering an improvement of 15%** against the comparative period.

## EBITDA



## Profit After Tax



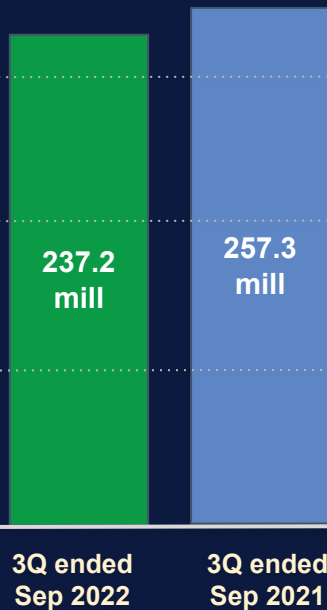


# Media Prima Posted 3Q Profit notwithstanding Challenging Economic Climate

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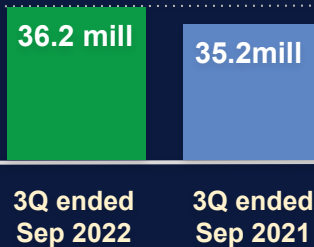
## Posted a PAT of RM6.1 million for quarter ended 30 September 2022

### Revenue



- Notwithstanding the challenging economic climate, **the Group posted a profitable quarter** with a slightly lower profit after tax against the quarter ended 30 September 2021.
- **Cost savings initiatives** together with growth in advertising revenue was able to cushion the reduction in overall revenue.
- Revenue for the current quarter decreased by 8% against the comparative quarter ended 30 September 2021 mainly due to lower commerce revenue, resulting in a lower PAT for the current quarter by 7% against the comparative quarter.
- **Advertising revenue:** An encouraging momentum, **posting a 4% growth to RM175.4 million** in 3 months ended 30 September 2022 against the comparative 3 months ended 30 September 2021.

### EBITDA



### Profit After Tax



# Ad Revenue and Content Sales: Major Growth Drivers

## Strong and improved momentum from the Group's key strategic drivers

Net Revenue	3Q ended 30 Sep 2022	3Q ended 30 Sep 2021	Change	9M ended 30 Sep 2022	9M ended 30 Sep 2021	Change
	RM'000		%	RM'000		%
<b>Advertising revenue</b>	175,356	168,332	4	545,848	509,463	7
Newspaper sales	7,386	8,987	(18)	21,991	29,304	(25)
Newspaper printing & distribution	3,034	4,668	(35)	9,439	14,420	(35)
<b>Content sales</b>	17,062	8,337	>100	45,848	29,073	58
Sale of home shopping goods	32,710	65,219	(50)	116,946	216,967	(46)
Ancillary and non-media	1,609	1,764	(9)	5,136	5,060	2
<b>Total net revenue</b>	<b>237,157</b>	<b>257,307</b>	<b>(8)</b>	<b>745,208</b>	<b>804,287</b>	<b>(7)</b>

Group maintained its advertising revenue momentum with a 7% increase against the comparative period ended 30 September 2021, driven by its marketing solutions subsidiary, Media Prima Omnia.

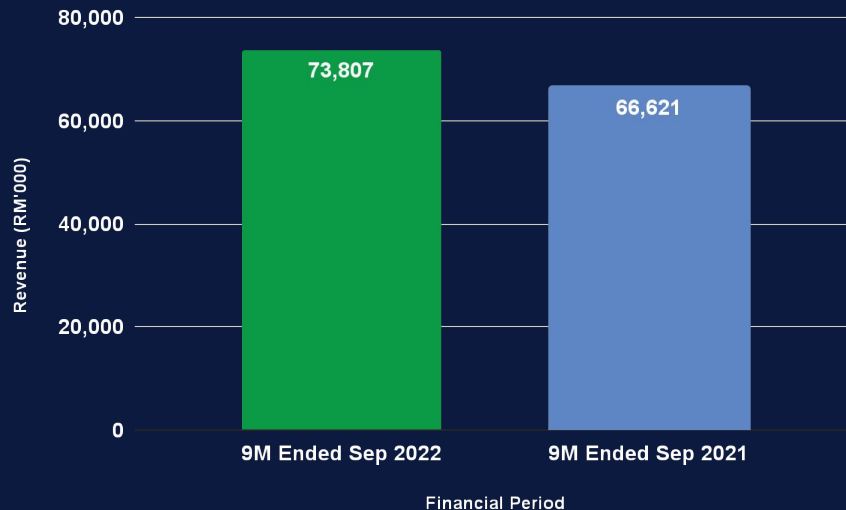
The increase in advertising revenue was able to partially offset the lower non-advertising revenue, resulting in a 7% decrease in total revenue compared to the comparative period.

**Content sales revenue rose by 58%** against comparative period, due to the increase in demand for local content from existing and new streaming service providers.

# Revenue and Earnings Growth for our Digital Business

Group's digital arm, REV Media Group posted a revenue increase of 11%

## Revenue



**11% growth** in digital segment revenue

## Profit After Tax



**36% growth** in digital segment PAT

# Strong Digital Presence

## Digital publisher in Malaysia

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### 11.4m

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

### 12.5m

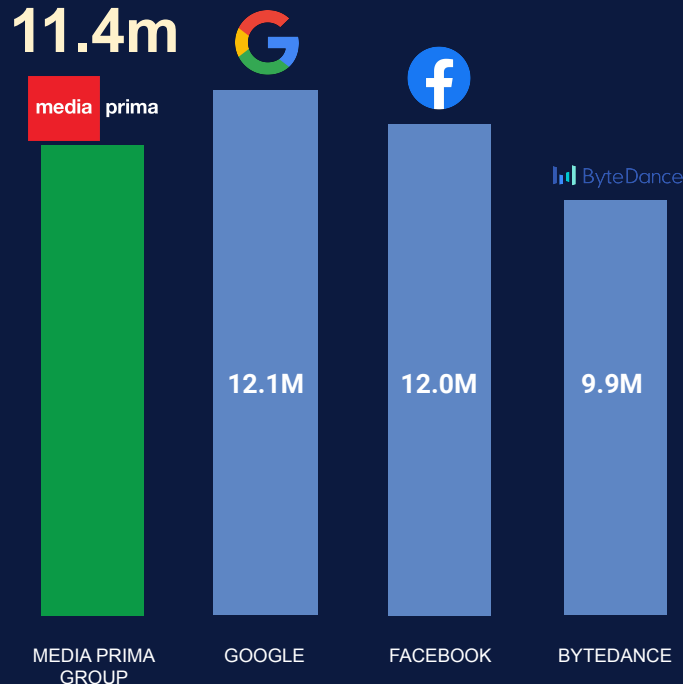
Unique Malaysians on desktop & mobile as of September 2022. We are the 3rd largest company for digital reach.

### 20.0m

YouTube subscribers as at 30 September 2022

### 99.2m

Followers on major social media platforms as at 30 September 2022

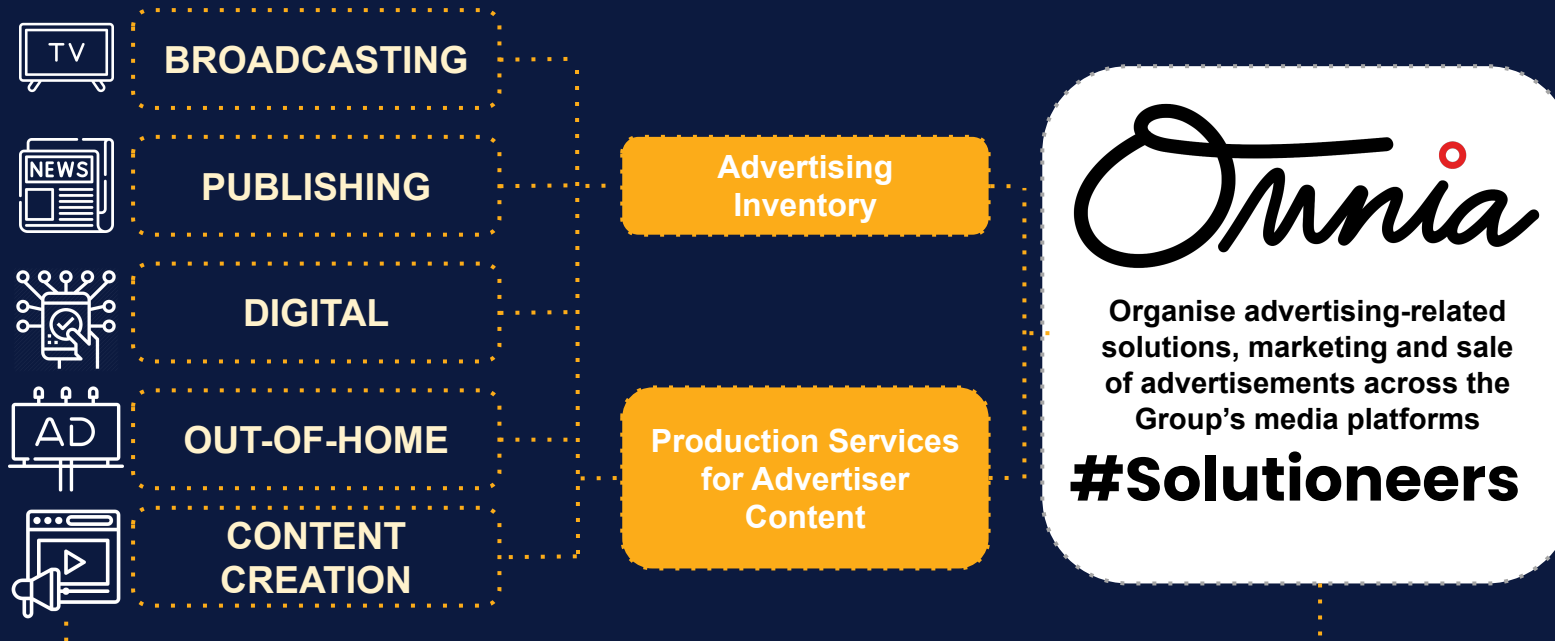


In September 2022, **RMG acquired the intellectual property assets of popular Chinese social news portal, Tantannews**, from Monster Scape Sdn Bhd, to expand and strengthen its reach among the Chinese-speaking online community.

This addition will **accelerate the growth of RMG's Chinese Network** which includes popular brands ViralCham, Rojaklah, 8TV and 8FM.

# Continued Success with Omnia

## Leveraging Omnia's strength since its inception in 2020



- 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.

# News Network

## Premium titles in 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

The Malaysian Reserve

FMT

Kosmo!

5.9  
million

my  
Metro

5.1  
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 5.9 million and 5.1 million average monthly unique visitors respectively.

Source: Comscore Total Average Online Readership August 2022

Customers up 10% amid soft consumer market

## Best Selling Products in Quarter ended 30 September 2022



**Sincero Cordless Cyclone Vacuum Cleaner X5 Pro**



**Homez 4 Door Multi Purpose Cabinet**

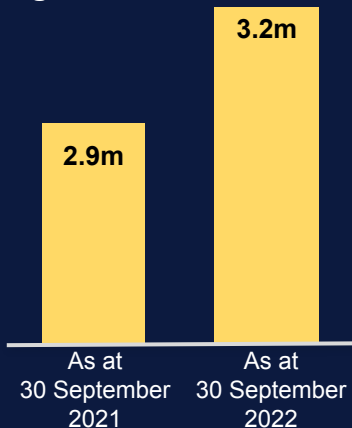


**Mugen 5-Star Twin Stand Fan**



**Homez 3 Door Wardrobe**

## Registered Customers



## Sales Contribution for Quarter ended 30 September 2022



## Working Closely with Omnia: WOWSHOP's Solutions For SMEs

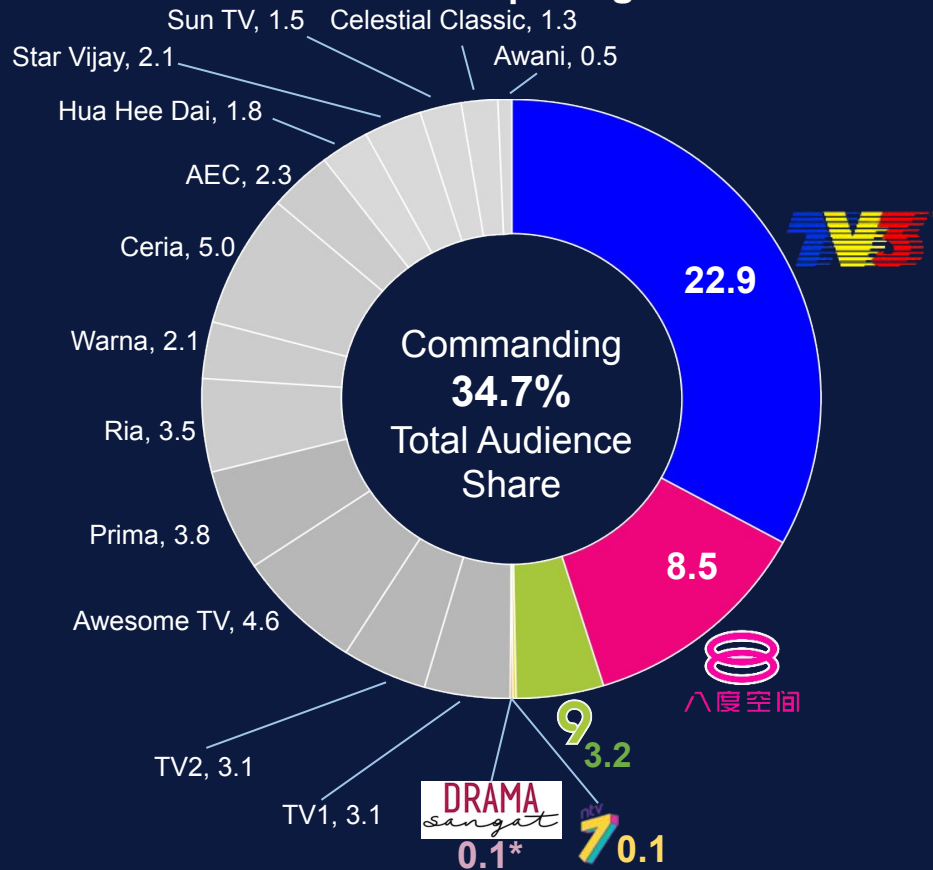


WOWSHOP will manage the revenue and marketing for SMEs, leveraging on Media Prima's strength and WOWSHOP's existing systems **via combination of commercial airtime and commerce space.**

## Strong Presence on Malaysian Television

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Media Prima Television Networks remained the most watched television network, capturing over 34% of Malaysia's television audience



- Capturing over 34% of Malaysian TV audience in the 9 months period.
- TV3 dominates the Malay 4+ segment with a 32.1% audience share.
- TV3 has 28.5% share among Malay 4+ Astro subscribers audience and continues to be Malaysia's most watched television channel.
- 8TV reaffirmed itself as the No.1 Chinese-language station in Malaysia, dominating with a 40.0% of the Chinese 4+ segment.

\* Drama Sangat channel broadcast was until 27 March 2022.

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



# Revenue for Big Tree, Increased by 23% in the Current 9M Period Reflecting a Rebound in Demand for Out-of-Home Advertising

## Most spectacular, advanced & integrated Out-Of-Home solutions

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New site completed on 9th August 2022 @ Kelab Golf Negara Subang



New site completed on 9th August 2022 @ Kelab Golf Negara Subang



Colgate "O2 Optic White" Campaign @ Cubig Bangsar, Digital Tower Series @ TTDI & Cubig Series @ Bukit Bintang



"Dominasi Prestasi" Campaign @ Spectacular Arch @ Federal Highway

BIG TREE

TRC

KURNIA  
OUTDOOR

GOTCHA

UPD

BT SJ

29

DIGITAL  
SITES

95

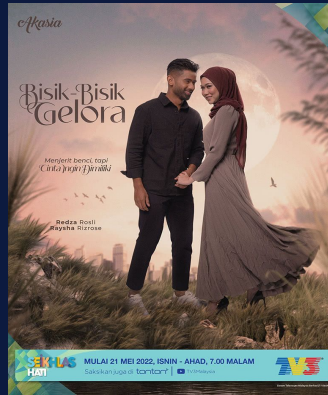
DIGITAL  
SCREEN UNITS

23% increase in revenue in the current 9M period, reflecting a rebound in demand for out-of-home advertising against the comparative 9M period.

# Malaysia's Biggest Content Production House

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Delivering top quality content for own platforms and other major streaming platforms  
Content sales revenue growth of 58% in 9-month period ended September 2022





# Continue To Offer Innovative Marketing Solutions For Advertisers

Compelling brand campaigns, events and creative advertiser content solutions

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# We Broadcast The Best Local Entertainment & Deliver Trusted News and Updates

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News and current affairs & entertainment programmes continue to command top viewership ratings



2.6M VIEWERS



2.5M VIEWERS



2.2M VIEWERS



2.0M VIEWERS



2.3M VIEWERS



2.2M VIEWERS



2.2M VIEWERS



2.1M VIEWERS

Source: Nielsen Audience Measurement (July 2022 to September 2022)

# Best Local Entertainment & Trusted News and Updates

Expanded Media Prima Audio's radio station line-up with the introduction of Molek FM for the east coast audience in January 2022

## >5.1M

weekly listeners (Q3 ended  
30 September 2022)

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prima audio

## >25.1M

digital listens (Q3 ended 30  
September 2022)

hotfm

FLYFM

buletin fm

8 FM

molekfm

RADIO+





# Committed To Being A Good Corporate Citizen

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## Key social impact in 3Q ended 30 September 2022

- **Titipan Kasih Korban 2022 Harian Metro** and EZ Qurban Sdn Bhd for the second year in a row to perform Ibadah Qurban in conjunction with the celebration of the Eid Al-Adha this year to help less the burden of targeted group, including the asnaf, single mothers and the needy. They held a gotong-royong to slaughter eight (8) cows for this year's ibadah Qurban.
- **Titipan Kasih Harian Metro** and Takaful Ikhlas distributed “Kotak Rezeki” containing daily groceries such as rice, cooking oil, condensed milk, sugar and flour to 300 underprivileged families in Selangor, Perak and Negeri Sembilan.
- **Titipan Kasih Harian Metro** with Kedai Ayamas gave away Kedai Ayamas rice set packs, some cash, daily items of the Kedai Ayamas brands and daily groceries “Kotak Rezeki” which contained sugar, condensed milk, cooking oil and flour to help the needy, including orphanage and old folk homes.



# Committed to being a Good Corporate Citizen

## Key social impact in 3Q ended 30 September 2022

- Provision of **financial assistance for 33 cases** that were featured in TV3's Bersamamu television programme and on TV3 Malaysia official YouTube channel.
- **Provision of financial assistance (medical) for 4 surgery cases** that were conducted at Gleneagles Kuala Lumpur and Sunway Medical Centre and **5 cases** for beneficiaries of 3D Scoliosis brace from Teh Lin Prosthetic & Orthopaedic Co.
- **Provision of financial assistance for 1 case** that were featured in Harian Metro newspaper and Harian Metro online.



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

We are a constituent of the FTSE4Good Bursa Malaysia Index and are amongst the Top 25% ESG-Rated PLCs



## 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

Source:

FTSE4Good Bursa Malaysia Index June 2022 semi-annual review.

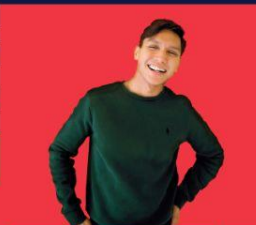
ESG Ratings amongst PLCs in FBM EMAS that have been assessed by FTSE Russell in accordance with FTSE Russell ESG Ratings Methodology.



# THANK YOU!

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# Appendix

# 9M Ended 30 September 2022

## Statement of Comprehensive Income

RM'000	9M Ended 30 September 2022	9M Ended 30 September 2021	Change (%)
<b>Net revenue</b>	<b>745,208</b>	<b>804,287</b>	<b>(7)</b>
Total operating expenses	(633,347)	(693,603)	9
Other operating income	6,689	5,017	33
<b>EBITDA</b>	<b>118,550</b>	<b>115,701</b>	<b>2</b>
Depreciation of right-of-use assets	(31,124)	(28,677)	(9)
Other depreciation	(27,025)	(35,750)	24
Amortisation of intangible assets*	(744)	(1,125)	34
Finance income	5,124	4,407	16
Finance cost on lease liabilities	(7,381)	(5,755)	(28)
Finance cost on financial liabilities	(6,349)	(5,949)	(7)
Share of results of associates	72	(186)	>100
<b>Profit before tax</b>	<b>51,123</b>	<b>42,666</b>	<b>20</b>
Taxation	(24,153)	(19,286)	(25)
<b>Profit after tax</b>	<b>26,970</b>	<b>23,380</b>	<b>15</b>
- Profit attributed to owners of the parent	29,008	26,289	10
- Profit attributed to non-controlling interests	(2,038)	(2,909)	30
	<b>26,970</b>	<b>23,380</b>	<b>5</b>
<b>EBITDA margin</b>	<b>16%</b>	<b>14%</b>	
<b>PAT margin</b>	<b>4%</b>	<b>3%</b>	

### Key Highlight

The increase in advertising revenue was able to partially offset the lower non-advertising revenue, resulting in a 7% decrease in total revenue compared to the corresponding period.

#### Note:

Amortisation of intangible assets is exclusive of amortisation of programme and film rights.

Amortisation of programme and film rights are presented as part of direct cost.

# 9M Ended 30 September 2022

## Segmental Reporting

(RM million)	Omnia	Broadcasting	OOH	Publishing	Digital Media	Home Shopping	Corporate and Others	Elimination	Total
<b>Net Revenue</b>									
<b>9M ended 30 Sep 2022</b>	543,465	355,076	84,854	91,871	73,807	117,137	41,628	(562,630)	745,208
<b>9M ended 30 Sep 2021</b>	460,866	325,989	68,822	98,457	66,621	216,967	52,014	(485,449)	804,287
<b>Change (%)</b>	<b>18</b>	<b>9</b>	<b>23</b>	<b>(7)</b>	<b>11</b>	<b>(46)</b>	<b>(20)</b>	<b>16</b>	<b>(7)</b>
<b>PAT / (LAT)</b>									
<b>9M ended 30 Sep 2022</b>	952	63,609	(6,123)	348	8,565	(15,217)	11,332	(36,496)	26,970
<b>9M ended 30 Sep 2021</b>	224	40,969	(9,645)	532	6,288	5,189	16,165	(36,342)	23,380
<b>Change (%)</b>	<b>&gt;100</b>	<b>55</b>	<b>37</b>	<b>(35)</b>	<b>36</b>	<b>(&gt;100)</b>	<b>(30)</b>	<b>0</b>	<b>15</b>

### For 9M ended Sep 2022:

- Media Prima Omnia - Registered overall growth of 18%.
- Broadcasting — represented by Media Prima Television Networks and Media Prima Audio — recorded a 9% revenue growth.
- REV Media Group - Posted a revenue increase of 11%.
- Big Tree - Revenue increased by 23%, reflecting a rebound in demand for out-of-home advertising.