

WE ARE

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Investor Presentation

Financial and Business Review for the 12 Months Ended
31 December 2022



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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.

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

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

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



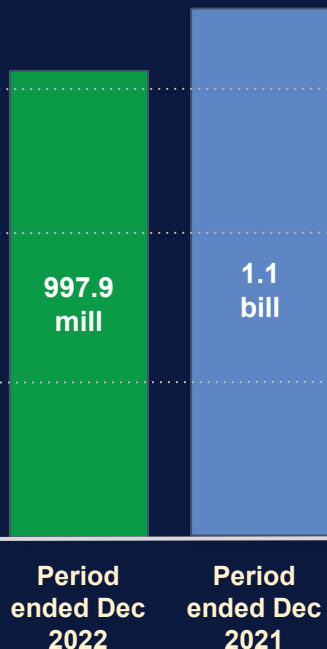


How Did We Do?

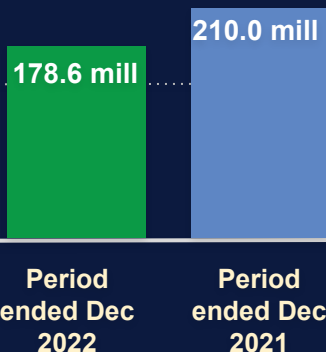
Media Prima Posted Second Consecutive 12-Month Profit

A PAT of RM53.9 million, a 4% increase against comparative period

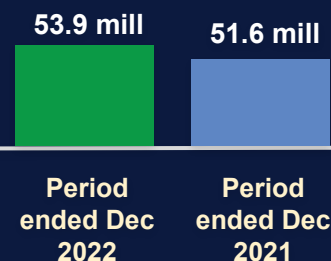
Revenue



EBITDA



Profit After Tax

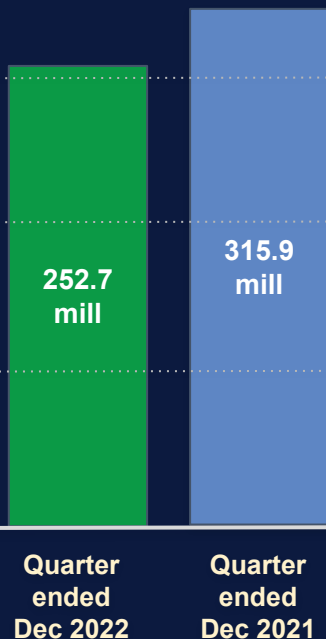


- Recorded **RM997.9 million** in revenue and its second consecutive 12 months profit after tax of RM53.9 million, reflecting a 4% increase against the period ended 31 December 2021.
- The decrease in total revenue was cushioned by lower overall operating expenses, resulting in the Group registering a **PAT of RM53.9 million, a 4% increase** against the comparative period.

Media Prima Remained Resilient For The Quarter

A PAT of RM26.9 million for the quarter ended 31 December 2022

Revenue



- The Group remained resilient for the quarter, **posting a profit after tax of RM26.9 million.**
- Lower revenue from the Group's non-advertising revenue platforms during the current quarter was mitigated by higher other operating income and better management of the Group's operating expenses.

EBITDA



Profit After Tax



Growth in Ad Revenue and Content Sales in 2022

Media Prima to invest in more Content for both Television and Streaming Platforms

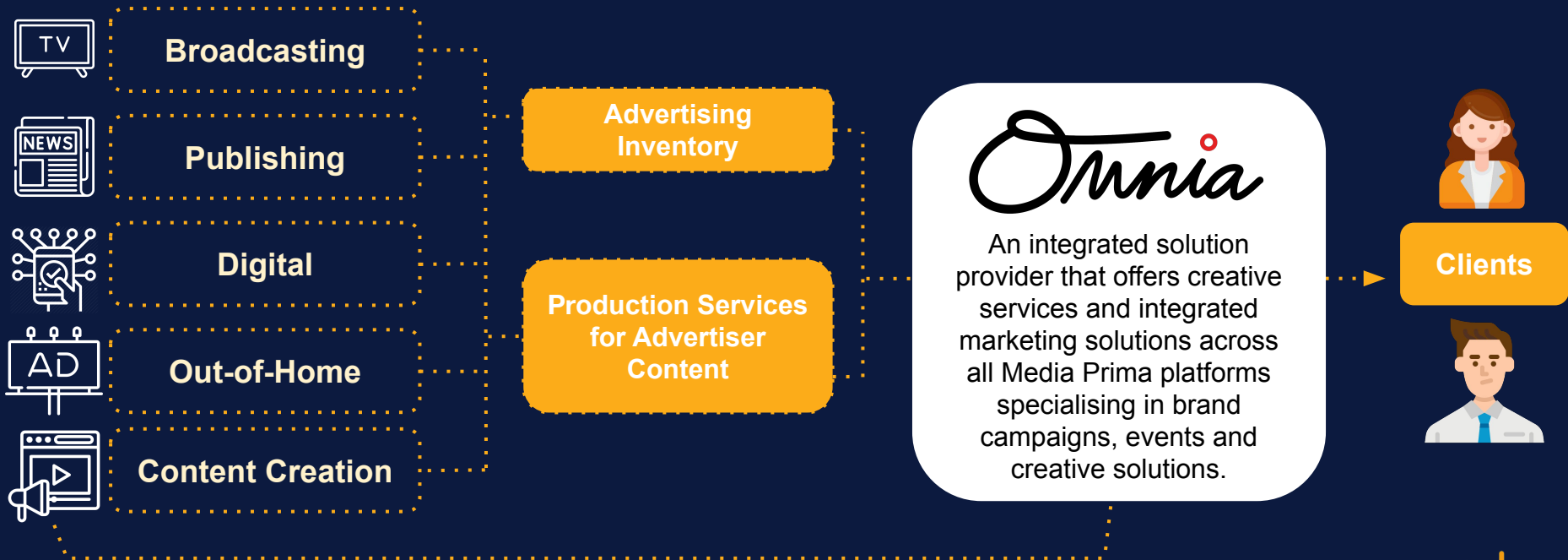
Net Revenue	4Q ended 31 Dec 2022	4Q ended 31 Dec 2021	Change	12M ended 31 Dec 2022	12M ended 31 Dec 2021	Change
	RM'000		%	RM'000		%
Advertising revenue	203,015	235,805	(14)	748,863	745,268	0.5
Newspaper sales	7,278	8,288	(12)	29,269	37,592	(22)
Newspaper printing & distribution	3,101	4,340	(29)	12,540	18,760	(33)
Content sales	8,210	14,298	(43)	54,058	43,371	25
Sale of home shopping goods	27,971	50,957	(45)	144,917	267,924	(46)
Ancillary and non-media	3,096	2,213	40	8,232	7,273	13
Total net revenue	252,671	315,901	(20)	997,879	1,120,188	(11)

- **Content sales revenue increased by 25%.**
- Primeworks Studios, will **invest in more content for both television and streaming platforms.**
- Better advertising revenue from platforms; slight increase to RM748.9m in 12 months driven by **stronger ad revenue from Big Tree and REV Media Group.**

Advertising Revenue driven by Omnia

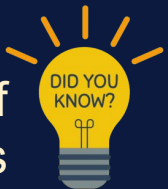
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Stronger Ad Revenue Contributions from Big Tree and Rev Media Group in the 12 months under review



- 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 production fees to Content Creation.
- Omnia pays advertising inventory fees to Broadcasting, Publishing, Digital and Out-Of-Home.

We reach **98%** of
Malaysian households



Strong Digital Presence

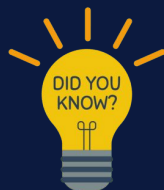
Leading Digital Publisher in Malaysia

12.1m

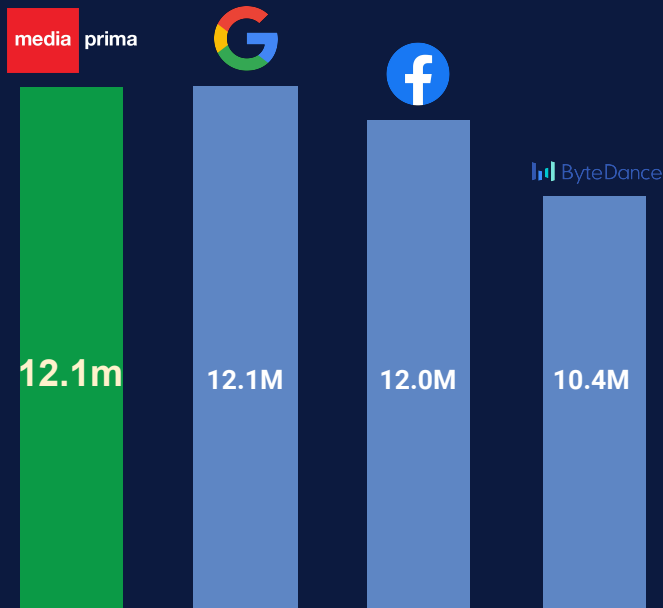
Total monthly unique visitors
on mobile in Malaysia
as of December 2022

13.5m

Unique Malaysians
on desktop and mobile
as of December 2022



We are the
3rd largest
company for
digital reach



20.2m

YouTube subscribers
as at 31 December 2022

102.4m

Followers on major social
media platforms
as at 31 December 2022

REV Media Group's 12-months Financial Performance

Growth in Revenue and PAT

Revenue



10% growth
in digital segment revenue

Profit After Tax



46% growth
in digital segment PAT

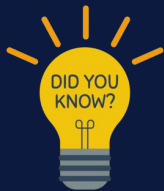
Malaysia's Top Source for News

Popular and Premium brands in our News Network

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Seven popular publications in English and Bahasa Malaysia
Ranks among the **top news sources** for online readership in the country.



Our news portals myMetro (hmetro.com.my) and BH Online (bharian.com.my) **ranked as the most read online news portals in Malaysia** for monthly unique visitors.

Source: Comscore Total Average Online Readership
December 2022

5.5
million



5.3
million



Malaysia's One-Stop Smart Shopping Destination

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Home shopping customers up 10% from 2021

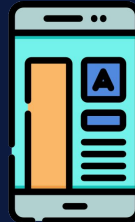
WOWSHOP x Omnia Solutions For SMEs



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.**



48%



52%

Featured product:

Le **N O N A**



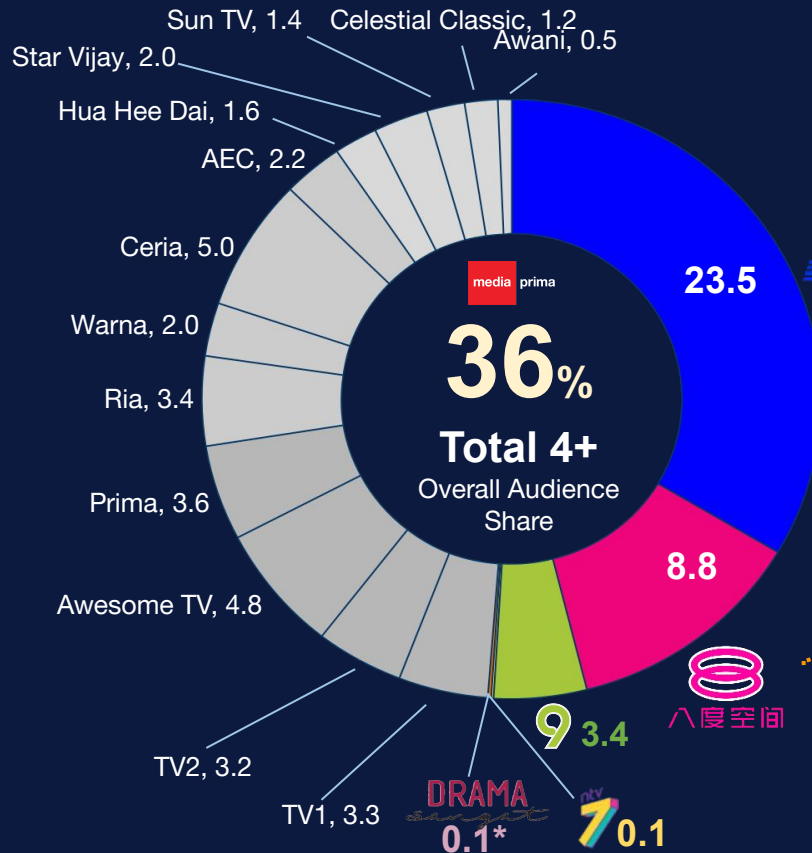
Media Prima's first IP brand collaboration between WOWSHOP and TV3's NONA

Over RM300K sales within 2 hours of broadcast time

Strong Presence on Television

Media Prima Television Networks - The most watched television network, capturing over 36% of Malaysia's television audience

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32.6%

Malay 4+
Overall Audience Share

29.1%

Malay 4+
Astro Subscribers



42.3%

Chinese 4+
Overall Audience Share

* 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
December 2022)

Revenue for Big Tree Increased by 28% to RM117 million in 2022

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Higher demand for out-of-home advertising following the increase in vehicle and foot traffic

BIG TREE

KURNIA
OUTDOOR

UPD

TRC

GOTCHA

BT SJ

31

Digital Sites
(100 digital screens)

+85% growth

1521

Highway Sites

+11% growth

1340

Transit Sites

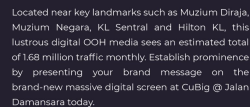
+5% growth

172

Retail sites

-0.4% growth

12 Months ended December 2022 against the comparative period



Multi-Formats Domination of Digital Screens



Scotts Campaign and
4Fingers MegaSaurus
Burger Campaign @ Jalan
Sultan Ismail and along
Kelana Jaya and
Ampang lines

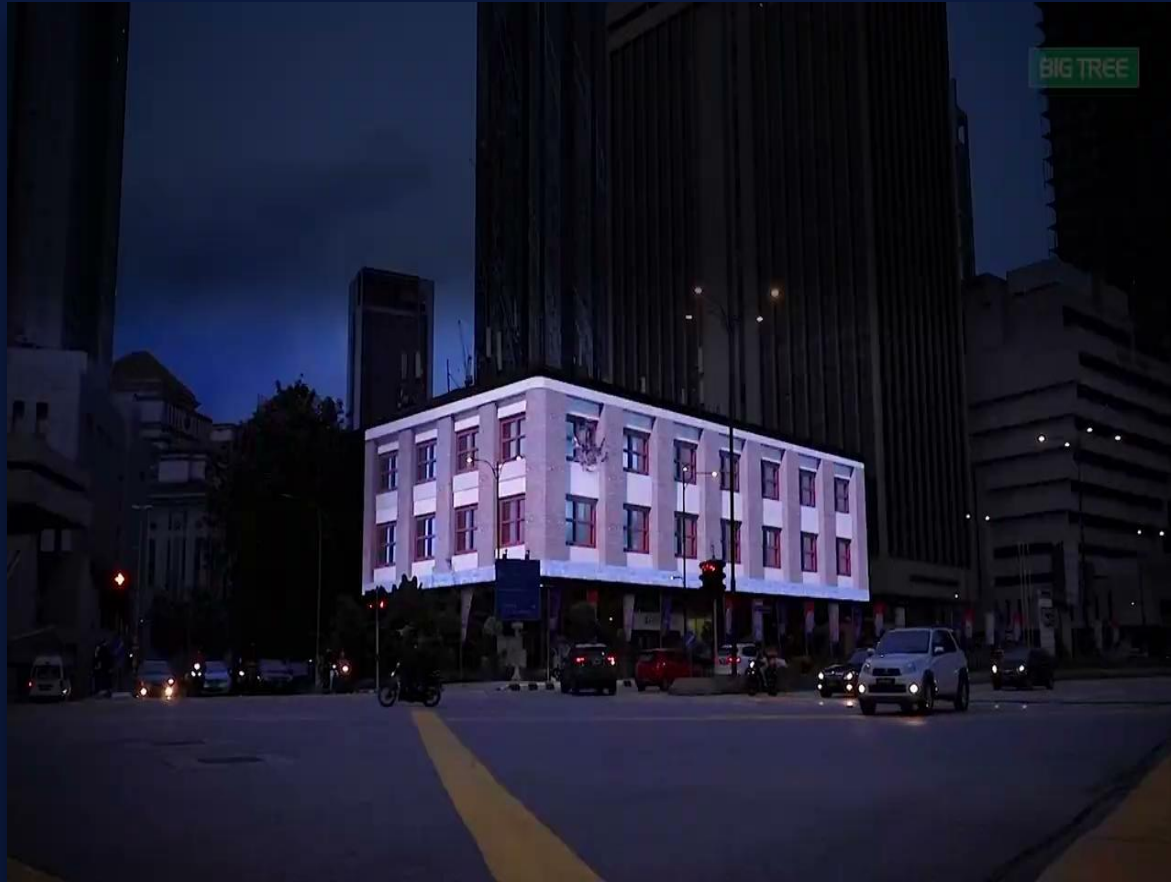


Cubig @ KLCC
Junction, Cubig
Series @ USJ,
KLCC Convex
Crossing and
Digital Tower Series
@ TTDI for
Petronas MotoGP
Campaign



Latest Anamorphic Production for Maximum Impact

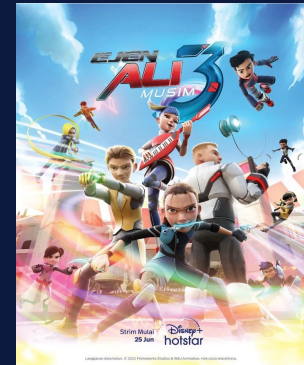
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Malaysia's Biggest Content Production House

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Delivering top quality content for own platforms and other major streaming platforms
Content sales revenue increased by 25% to RM54.1 million in the 12 months



Innovative Marketing Solutions For Advertisers

Compelling brand campaigns, events and creative advertiser content solutions

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PayNet
PAYMENTS NETWORK MALAYSIA

Cinta Buat Dara



2 YEARS
ANNIVERSARY
CELEBRATION
MYCRAFT
SHOPPE



helo
DOKTOR GIGI
SENSODYNE

Menawan
Impian



Best Local Entertainment, Trusted News and Updates on TV

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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 (January 2022 to December 2022)

Best Local Entertainment, Trusted News and Updates on Radio

Media Prima Audio's newest station Molek FM is the East Coast's favourite radio station

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>5.1M ————— media prima audio ————— >29.7M

weekly listeners
(31 December 2022)

digital listens
(31 December 2022)

hotfm

FLYFM

buletin fm

8 FM

molekfm

RADIO+



Sources:
Gfk Radio Audience Measurement Wave 2, 2022
Combined data from Radioactive, Whooshkaa, YouTube

Committed to being a Good Corporate Citizen

Key social impact in current quarter ended 31 December 2022

Titipan Kasih Harian Metro Collaborations:

- I. **Programme Community McDonald's & RMHC Malaysia** — Harian Metro contributed 'Kotak Rezeki' which consists of basic daily groceries needs, cash and electrical items to underprivileged children across Malaysia.
- II. **Waterco (Far East) Sdn Bhd** to donate five water filters to help the community receive high quality and safe water supply without any worry.
- III. **Kedai Ayamas** by donating the food aid to the frontliners involved helping flood victims in Kuala Terengganu.
- IV. **Yayasan Kebajikan Atlet Kebangsaan (Yakeb)** to help the underprivileged ex-athletes as part of the Anugerah Ikon Sukan Harian Metro CSR Programme.

REV Media Group collaborated with Malaysia's top mural artist, Dhiyaul M. Ashraf to paint a wall at SK Pulau Meranti, Puchong, to uplift the look and inculcate sportsmanship among the students with a new wall showcasing their top two sports; football and hockey. REV also contributed RM1,000 to the school's co curricular club.



Committed to being a Good Corporate Citizen

Key social impact in current quarter ended 31 December 2022

Provision of financial assistance for:

- I. **3 beneficiaries** amounting to RM8,000.
- II. **1 beneficiary** of right below knee prosthetic from Teh Lin Prosthetic & Orthopaedic Co.
- III. **79 beneficiaries** were featured in TV3's Bersamamu television programme and on TV3 Malaysia official YouTube channel.
- IV. **394 of flood relief beneficiaries** received cash vouchers amounting to RM 109,200 in Mentakab and **two (2) fiber boats** with engine and trailer for the community.



Committed to Good Environmental, Social and Governance Practices

Awarded for Good ESG practices at The Edge ESG Awards and MSWG-ASEAN CG Awards

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**Our Overall Commitment To Being A
Responsible Media Company**

Commitment to ESG

Contribution to UNSDG

1 NO POVERTY



We use our platforms to raise awareness and highlight the struggles faced by various communities. Our public-funded Media Prima-NSTP Humanitarian Fund supports individuals and communities in need of financial support for medical assistance, disaster relief and poverty relief.

3 GOOD HEALTH AND WELL-BEING



We have engaged Naluri, a mental and physical health service provider, to help our employees transform their mental and physical health for the better. Naluri has organised programmes for Media Prima employees that involves monitoring physical wellbeing and motivational talks.

8 DECENT WORK AND ECONOMIC GROWTH



We actively participate in Govt' initiatives to increase employment opportunities for Malaysian citizens such as PENJANA KERJAYA which aims to employ unemployed Malaysians. We were also recognised for our efforts in hiring vulnerable groups.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



We have minimised the environmental impact of our operations by optimally managing our resources. These initiatives include:

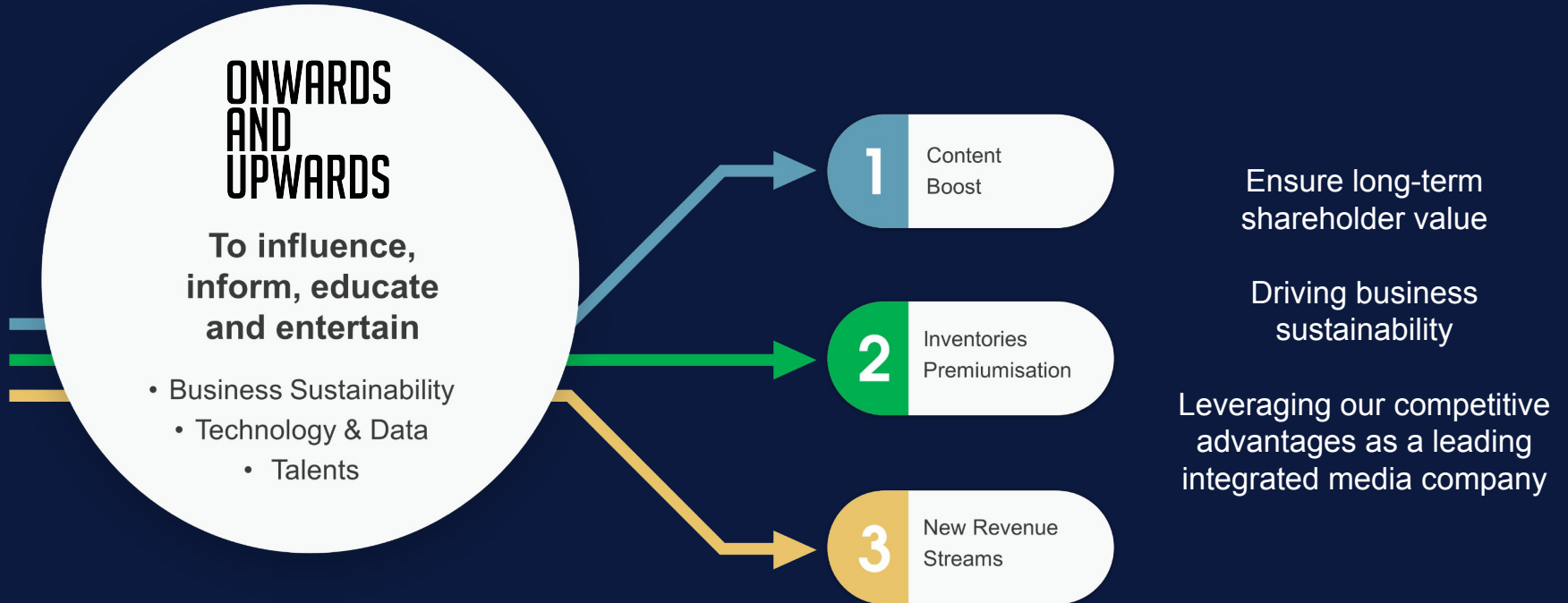
- 100% Recycled Paper
- Chemical Free Plates
- Reduced water and energy consumption throughout operations



What's Next ?

Onwards and Upwards for Media Prima

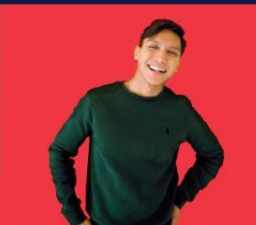
A 3-year business plan: Reinventing and Reorganising



THANK YOU!

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Appendix

12M Ended 31 December 2022

Statement of Comprehensive Income

RM'000	12M Ended 31 December 2022	12M Ended 31 December 2021	Change (%)
Net revenue	997,879	1,120,188	(11)
Operating expenses	(838,018)	(920,020)	9
Other operating income	18,786	9,878	90
EBITDA	178,647	210,046	(15)
Impairment of non-current assets	0	(15,505)	>100
Depreciation of right-of-use assets	(41,935)	(37,629)	(11)
Other depreciation	(37,686)	(54,963)	31
Amortisation of intangible assets*	(995)	(1,462)	32
Finance income	7,285	5,980	22
Finance cost on lease liabilities	(8,692)	(9,009)	4
Finance cost on financial liabilities	(9,177)	(6,995)	(31)
Share of results of associates	80	(240)	>100
Profit before tax	87,527	90,223	(3)
Taxation	(33,675)	(38,661)	13
Profit after tax	53,852	51,562	4
- Profit attributed to owners of the parent	51,857	55,231	(6)
- Profit attributed to non-controlling interests	(1,995)	3,669	(>100)
	53,852	51,562	4
EBITDA margin	18%	19%	
PAT margin	5%	5%	

Key Highlight

The decrease in advertising revenue was cushioned by lower overall operating expenses, resulting in the group registering an increase in profit after tax for the period of 4% against the comparative 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 operating expenses.

12M Ended 31 December 2022

Financial Performance by Segment

(RM'000)	Omnia	Broadcasting	OOH	Publishing	Digital Media	Home Shopping	Corporate and Others	Elimination	Total
Net Revenue									
12M ended 31 Dec 2022	746,192	471,635	117,494	124,680	109,141	145,625	45,713	(762,601)	997,879
12M ended 31 Dec 2021	693,703	480,039	91,958	138,692	99,524	268,618	84,524	(736,870)	1,120,188
Change (%)	8	(2)	28	(10)	10	(46)	(46)	3	(11)
PAT / (LAT)									
12M ended 31 Dec 2022	3,298	68,017	7,172	1,735	17,473	(20,148)	11,603	(35,298)	53,852
12M ended 31 Dec 2021	4,421	80,443	(36,232)	2,923	11,956	3,022	69,994	(84,965)	51,562
Change (%)	(25)	(15)	>100	(41)	46	(>100)	(83)	(58)	4

For 12M ended Dec 2022:

- Media Prima Omnia - Registered overall growth of 8%.
- Big Tree - Revenue increased by 28%.
- REV Media Group - Posted a revenue increase of 10%.