

# WE ARE

media prima



## Earnings Chat

Financial and Business Review for the Period Ended  
30 June 2023



media prima

Omnia

media prima

RANGKAIAN  
TELEVISYEN

NSTP  
a media prima company

BIG TREE

media prima audio

REV  
MEDIA GROUP

TV3

9  
八度空间

ntv7

tonton

wowshop

primeworks  
studios

alternate  
RECORDS & TALENTS

PRINT  
POINT

NEW  
STRAITS TIMES

BH  
BERSEKUTUHAN

Metro

EKLK

galeri  
PRIMA

KURNIA  
KUTUBKERA

UPD

TRC

GOTCHA

BTSJ

huffm

KOOL  
101

molekfm

FLYFM

eight.

ASIO+

SAYS

OH BULANI

VIRAL  
CHAM!

ROJAK  
FEST!

SirapLima  
Serving the Nation

SEISMIK

VOCKET

xtra

談

JUICE

Mashable  
SOUTHEAST ASIA

IGN  
S.E. ASIA

MYGMEON

MyResipi

SPARK

EVER  
ALI

audience  
malaysia

SOFA

audience+

Malaysia's leading and largest fully-integrated media company

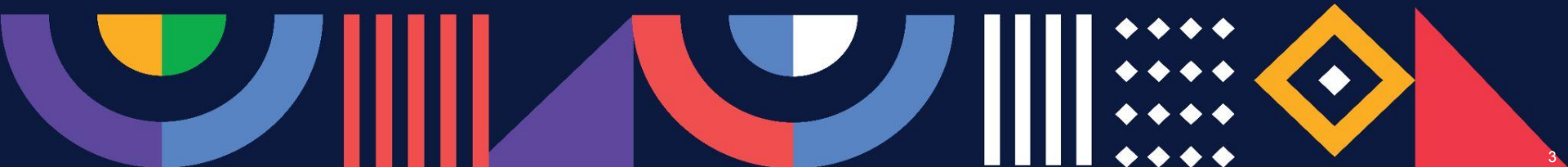
## DISCLAIMER

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.

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# How Did We Do?



## Media Prima Posts 18-Months PAT of RM67.3 million

A revenue of RM1.4 billion and PAT of RM67.3 million on the back of the challenging business environment and softer advertising market conditions

18 Months Period ended 30.6.2023 RM	
Revenue	1.4 bill
EBITDA	240.1 mill
Profit After Tax	67.3 mill

- A revenue of RM1.4 billion for the 18 months period ended 30 June 2023, affected by the challenging media industry and soft economic conditions.
- The Group saw incremental growth in advertising revenue across our businesses.
- The Group posted a profit after tax of RM67.3 million for the 18 months interim period ended 30 June 2023 on the back of improved operational efficiencies.

*As announced by the Company on 25 August 2022, the financial year end of the Group has been changed from 31 December to 30 June.*

# Media Prima Remained Resilient for the Quarter

## A PAT of RM8.1 million for the quarter ended 30 June 2023

6%  
↑  
**Revenue**

223.0  
mill

210.8  
mill

Quarter  
ended  
June 2023

Quarter  
ended March  
2023

- Group revenue for the quarter ended 30 June 2023 grew by 6% against the immediate preceding quarter, mainly attributed to higher advertising revenue.
- Profit after tax of the current quarter was higher by 50% against the immediate preceding quarter, mainly due to efforts to defend our leadership positions across our businesses.

19%  
↑

**EBITDA**

40.3  
mill

33.8  
mill

Quarter  
ended  
June 2023

Quarter  
ended March  
2023

50%  
↑

**Profit After Tax**

8.1 mill

5.4 mill

Quarter  
ended  
June 2023

Quarter  
ended March  
2023

## Stronger Advertising Revenue

7% growth in Advertising Revenue for the quarter ended 30 June 2023

### Net Revenue

	Q6 ended 30 June 2023	18M ended 30 June 2023
	RM'000	RM'000
<b>Advertising revenue</b>	174,468	1,086,128
Newspaper sales	6,870	42,952
Newspaper printing & distribution	3,952	19,808
Content sales	10,041	74,696
Sale of home shopping goods	25,011	195,782
Ancillary and non-media	2,667	12,361
<b>Total net revenue</b>	<b>223,009</b>	<b>1,431,727</b>

7% growth in the Group's advertising revenue for the quarter ended 30 June 2023, against the immediate preceding quarter.

- Increased demand for Out-of-Home advertising led to a 12% growth in current quarter revenue against the immediate preceding quarter, for this segment.
- 7% increase in advertising revenue for the Publishing segment in the current quarter compared to the immediate preceding quarter.

# 18M Ended 30 June 2023 Financial Performance by Segment

Return in demand and better advertising revenue for Out-of-Home Business and Publishing segments

(RM'000)	Omnia	Broadcasting	OOH	Publishing	Digital Media	Home Shopping	Corporate and Others	Elimination	Total
<b>Net Revenue</b>									
<b>18M ended 30 June 2023</b>	1,080,314	670,888	177,506	180,336	158,369	197,036	100,285	(1,133,007)	1,431,727
<b>PAT / (LAT)</b>									
<b>18M ended 30 June 2023</b>	3,702	60,883	15,942	8,454	15,348	(27,812)	51,769	(60,966)	67,320

- The Group improved its market positions across its media platforms.
- The return in demand for out-of-home advertising boosted Big Tree's performance, posting RM177.5 million in revenue for the 18 months period, a marked improvement given the impact of the Covid-19 outbreak on the OOH industry.
- Our Publishing segment (NSTP) recorded better advertising revenue during the period, leading the business to post a revenue of RM180.3 million. NSTP's digital first strategy has also enabled BH, HM and NST to attract over 3.8 million, 3.6 million and 2.5 million monthly average unique visitors respectively according to Comscore data as at June 2023.

# Strong Digital Presence

media prima

REV - Malaysia's leading digital publisher in Malaysia with over 35 top authority brands

**#1**  
MOBILE IN  
MALAYSIA

**#2**  
MULTIPLATFORM  
IN MALAYSIA

**11.0m**  
Unique Malaysians  
on desktop and mobile  
*as of June 2023*

**9.8m**  
Total monthly unique visitors  
on mobile in Malaysia  
*as of June 2023*



13.1M

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11.0m



10.0M



7.8M

**42**  
BRANDS  
MALAYSIANS  
ENGAGE WITH

**21.1m**  
YouTube subscribers  
*as at June 2023*

**70%**  
MALAYSIANS  
REACHED  
EVERY MONTH

**90.3m**  
Followers on major social media  
platforms  
*as at June 2023*

# Malaysia's Top Source for News

media prima

NSTP's digital first strategy has also enabled BH, HM and NST to attract over 3.9 million, 3.9 million and 2.4 million monthly average unique visitors respectively

NEW  
STRAITS TIMES

BH  
Berita Harian

Harian  
Metro

buletin fm

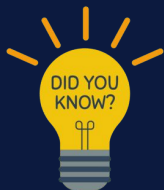
UTUSAN MALAYSIA  
Utusan Malaysia

FMT

SUARA KONTEMPORARI  
Kosmo!

JOIN THE REAL CONVERSATION  
The Malaysian Reserve

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.**

Source: Comscore Total Average Unique Visitors April 2023  
- June 2023

3.9  
million

my Metro

3.9  
million

BH  
ONLINE

# Malaysia's One-Stop Smart Shopping Destination

## Expanded New Revenue Stream from Jan-June 2023

**wowshop**  
  
**3.4 million**  
 Registered Customers

**51%**  
 From TV & Production Contribution

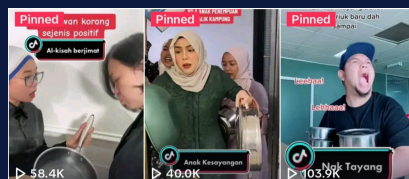
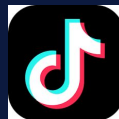
**49%**  
 From E-commerce & Mobile Commerce Contribution  
 \* as at 30 June 2023



Expansion of non-product revenue via collaboration with KWSP, Lembaga Pertubuhan Perladang (LPP) and Samsung

Launched TIK TOK in Jan23

Gained 27k followers



Launched in Jan 2023  
 Current: 5 Live Show/ day (weekday) & video content

Best Selling Products

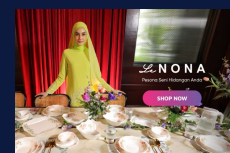


HERO 99 Perfume Detergent  
 Help to establish local brand



HUMMER DUR 2in1 Luggage  
 Exclusive international brand

Launched 1st IP Brand

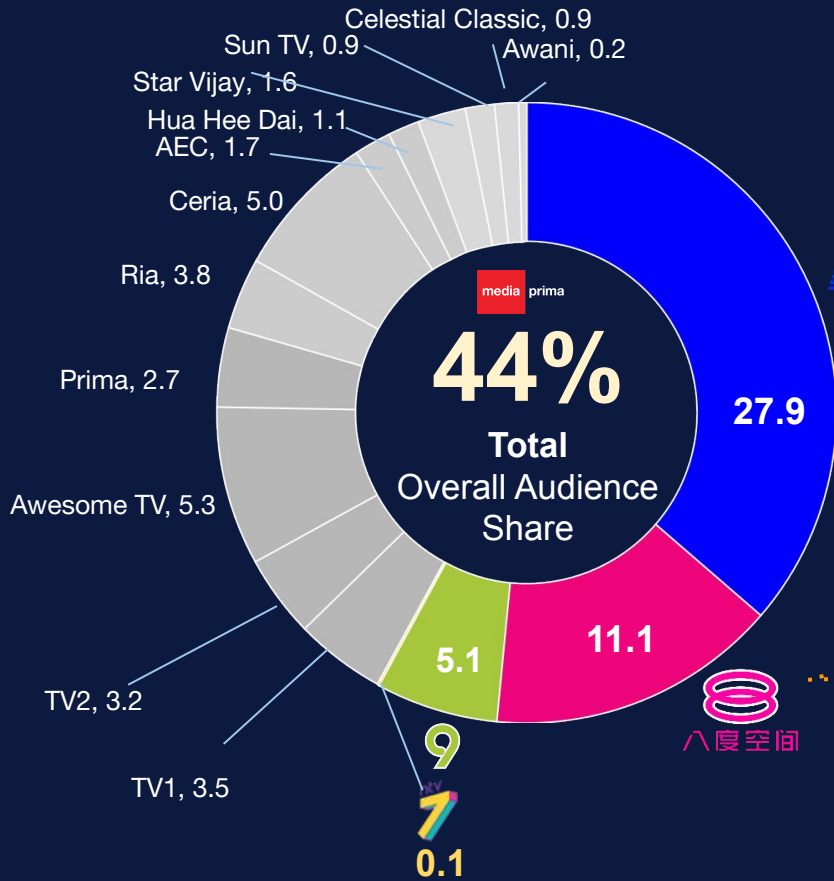


Le NONA tableware  
 Successfully launched with strong collaboration with other MPB's platform

# Media Prima Television Networks Recorded Better Reach

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In the quarter under review, TV3's audience share improved by 1.3% to 27.9% against the previous quarter



**37.6%**

**Malay 4+**

Overall Audience Share



**34.5%**

**Malay 4+**

Astro Subscribers



**52.7%**

**Chinese 4+**

Overall Audience Share



Source: Nielsen Audience Measurement (Total Individuals, Malay 4+, Malay 4+ Astro subscribers and Chinese 4+ from April to June 2023)

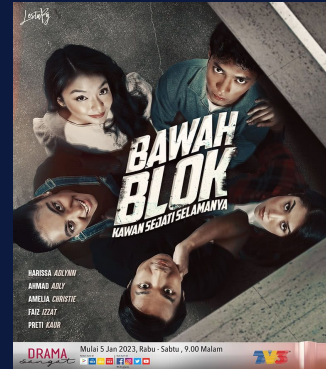


# Malaysia's Biggest Content Production House

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Delivering top quality content for own platforms and other major streaming platforms

RM74.7 million content sales revenue in the 18 months, driven by Media Prima's content distribution strategy with popular streaming platforms. Our popular content is available to various global audiences through Disney+ Hotstar, VIU, iQiyi and Netflix and are among the most viewed programmes on the respective platforms.



# Best Trusted News, Updates and Local Entertainment on TV

media prima

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



2.6M VIEWERS



2.1M VIEWERS



2.6M VIEWERS

Reached a high of 5.2mil viewers



1.7M VIEWERS



2.4M VIEWERS



2.4M VIEWERS



2.5M VIEWERS

Reached a high of 8 mil viewers



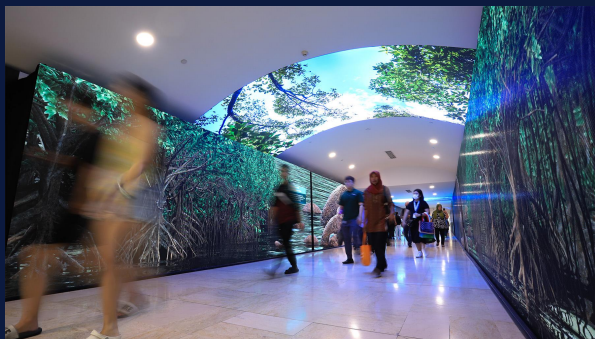
2.4M VIEWERS

Source: Nielsen Audience Measurement (Monthly Average for January 2023 to June 2023)



## New Innovation from Big Tree

THE 1st IMMERSIVE TUNNEL that connects Suria KLCC to KLCC Convention Centre - bringing alive a creative storytelling to actualise a more **Sustainable ASIA**, transitioning seamlessly between forest, mangroves and ocean using motion sensor, sound effects, 2D cutouts and LED digital capabilities.



BIG TREE

TRC

KURNIA  
OUTDOOR

GOTCHA

UPD

BT SJ

33

DIGITAL SITES

102

DIGITAL SCREEN PANELS

The return in demand for out-of-home advertising boosted Big Tree's performance, posting RM177.5 million in revenue for the 18 months period, a marked improvement given the impact of the Covid-19 outbreak on the OOH industry

# Best Local Entertainment, Trusted News and Updates on Radio

Nielsen's **Consumer Media View** study ranks Hot FM as Malaysia's number 1 radio station and Fly FM is the country's number 2 English radio network.



hotfm

FLYFM

buletin fm

8 FM

molekfm

RADIO+



Sources:  
Nielsen Consumer & Media View (CMV), Jan - Dec 2022  
Combined data from Radioactive, Whooshkaa, YouTube

# Best Local Entertainment, Trusted News and Updates on Radio

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hotfm



FLY FM



- KJ has officially joined the bekpes hot team and is contracted till the end of the year
- Hot FM ran multiple activations with the bekpes hot team with KJ including taking part in Letape Desaru, raya open house with orphans as well as hari raya korban

- Fly Fm introduced the first AI Radio DJ in Malaysia Aina Sabrina in partnership with Calpis and has been certified by the Malaysian Book of Records.
- Fly Fm broke the Guinness World Record in partnership with Sony Pictures as they had the largest gathering of people dressed as Spider-Man (685) in one location.

# Media Prima: Our Sustainability Strategy

**Our Purpose**  
To shape minds

**Our 3-Year Strategy - Guiding Principles**  
Business Sustainability | Technology & Data | Talent

Our Core Sustainability Focus Areas:

**Economic**  
Business practices  
that support and  
promote long-term  
economic growth

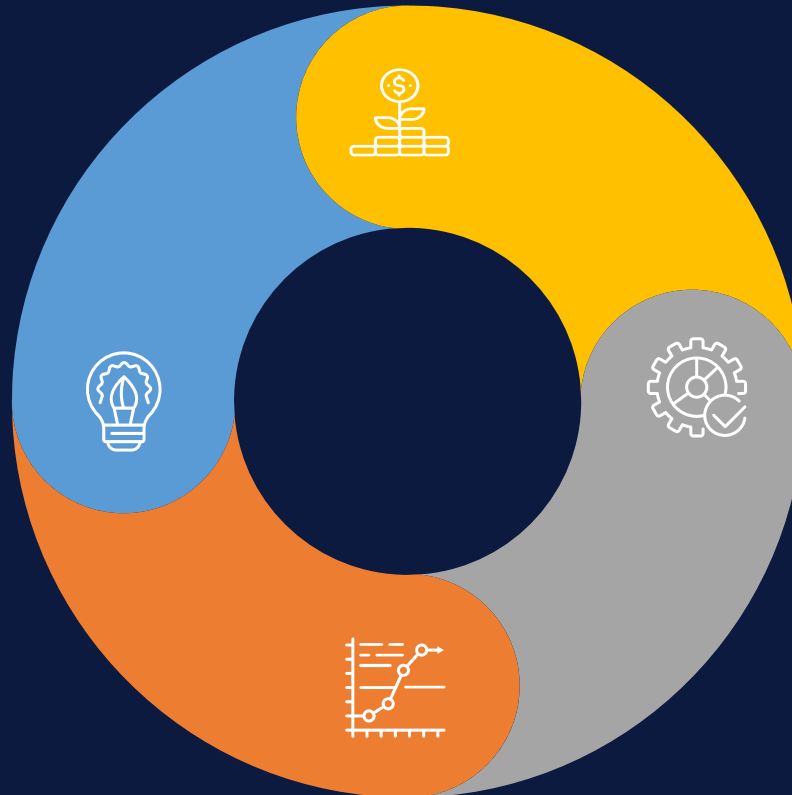
**Environment**  
Resource efficiency  
and minimise  
environmental impact

**Social**  
Understanding human  
needs and managing  
business impact on  
people

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

# Media Prima: Alignment of Our Material Matters to United Nations Sustainable Development Goals

## Our Material ESG Matters



### GOVERNANCE

**M1** Regulatory Compliance

**M2** Responsible Content and Advertising

**M3** Customer Privacy and Information Security

### ECONOMIC

**M4** Economic Performance

**M5** Nation-building

**M6** Digitilisation

**M7** Content Management

**M8** Sustainable Procurement/ Supply Chain Management



### ENVIRONMENT

**M9** Environmental Resource Management

**M10** Energy and Climate Change

### SOCIAL

**M11** Talent Management

**M12** Local Hiring

**M13** Protecting Workers and Human Rights

**M14** Diversity, Equal Opportunity and Non-discrimination

**M15** Supporting Communities

**M16** Quality and Customer Satisfaction

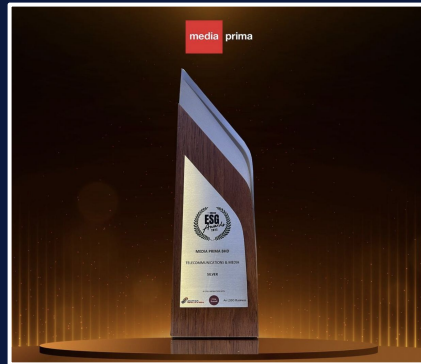


# Commitment to Strong ESG Practices

Media Prima's commitment to strong Environmental, Social, and Governance ("ESG") practices, marking its third consecutive honour for outstanding ESG efforts.



Company of the Year' in the Media Category at the Sustainability and CSR Malaysia Awards 2023



Best Performer for the Telco & Media Sector at the The Edge ESG Awards 2022



Industry Excellence in the Telco & Media Industry at the MSWG-ASEAN CG Awards 2021



# Committed to being a Good Corporate Citizen

## Key social impact in current quarter ended 30 June 2023

### Titipan Kasih Harian Metro Collaborations:

- 1 Misi Moreh Mekdi Bersama Titipan Kasih Harian Metro Dengan Kerjasama Universiti Teknologi MARA (UiTM)
- 2 Titipan Kasih Harian Metro (Kotak Rezeki) Bersama Yayasan Bank Rakyat
- 3 Majlis Titipan Kasih Ramadan Sempena Ulang Tahun Harian Metro Ke-32
- 4 Titipan Kasih Korban 2023 - Harian Metro Bersama Ez Qurban dan Yayasan EZ Prihatin
- 5 Program Bubur Lambuk Titipan Kasih Harian Metro Bersama Tune Protect

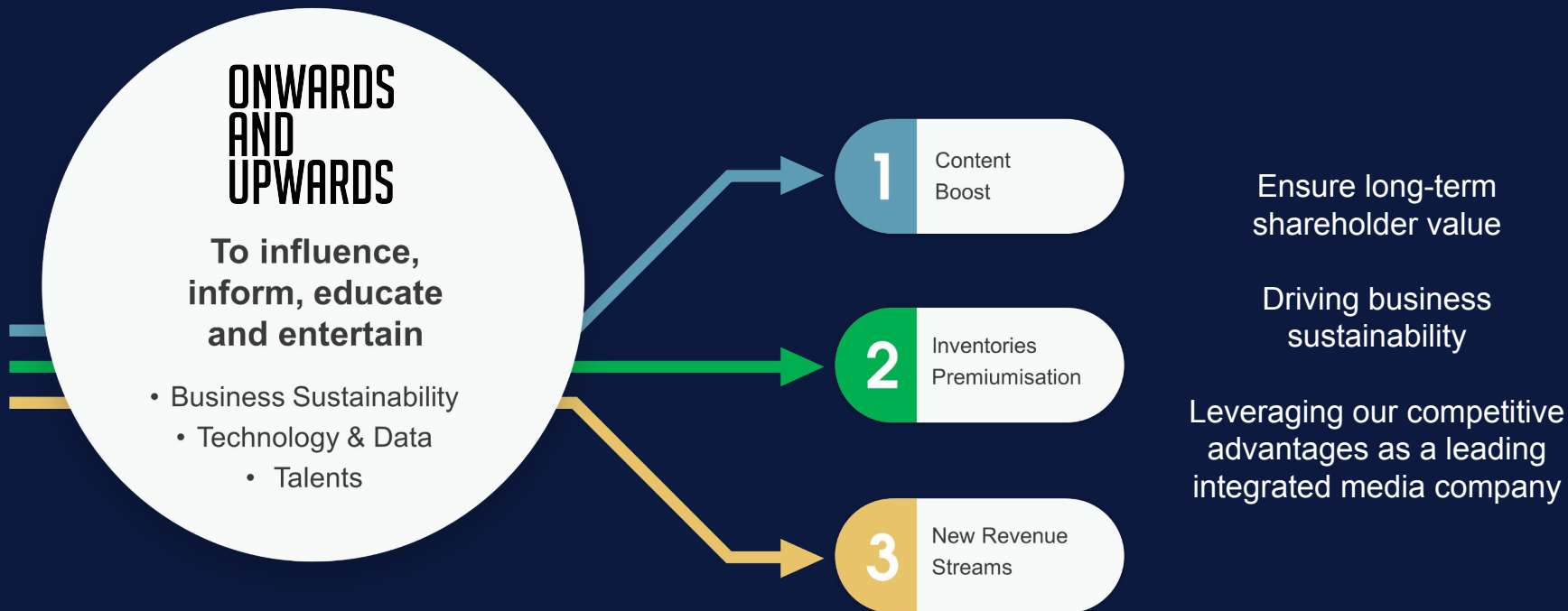


### Provisions for assistance for:

- I. Provision of financial assistance to 42 beneficiaries amounting to RM330,000;
- II. Provision of medical assistance to 9 beneficiaries amounting to RM232,772.25;
- III. Provision of post flood relief assistance to 871 victims amounting to RM174,200.00; and
- IV. Provision of relief assistance for Palestinians affected by the ongoing border dispute conflict amounting to RM508,300.00.

# Committed to Advancing Strategic 3-year Business Plan

## 3 Key Pillars: Enhancing Content, Elevating Inventory Quality & Exploring New Revenue Opportunities

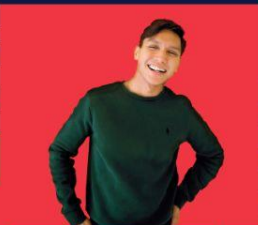


Leveraging our technological expertise, valuable data insights, and talented workforce.

# THANK YOU!

## WE ARE

media prima





# Appendix

# 18M Ended 30 June 2023

## Statement of Comprehensive Income

RM'000	18M Ended 30 June 2023
<b>Net revenue</b>	<b>1,431,727</b>
Operating expenses	(1,224,570)
Other operating income	45,989
<b>EBITDA</b>	<b>253,146</b>
Impairment of non-current assets	(1,262)
Depreciation of right-of-use assets	(65,436)
Other depreciation	(56,744)
Amortisation of intangible assets*	(1,624)
Finance income	12,113
Finance cost on lease liabilities	(12,561)
Finance cost on financial liabilities	(13,627)
Share of results of associates	33
<b>Profit before tax</b>	<b>114,038</b>
Taxation	(46,718)
<b>Profit after tax</b>	<b>67,320</b>
- Profit attributed to owners of the Company	64,625
- Profit attributed to non-controlling interests	2,695
	<b>67,320</b>
<b>EBITDA margin</b>	<b>18%</b>
<b>PAT margin</b>	<b>5%</b>

### Key Highlights

The revenue for the 18 months interim period ended 30 June 2023 of RM1.4 billion was on the back of the challenging business environment and softer advertising market conditions.

Despite the challenges, the Group remained resilient and posted a profit after tax of RM67.3m, on the back of improved operational efficiencies.

*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.*