

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
八星空间

n7 tonton

wowshop

primeworks
studios

alternate
RECORDS & TALENTS

THE STRAITS TIMES

NEW STRAITS TIMES

BH
BERSEKUTU

Metro

EKLK

galeri PRIMA

KURNIA
KUTUBOGA

UPD

TRC

GOTCHA

BTSJ

huffm

KOOL
101

molekfm

FLYFM

eight.

ASIO+

SAYS

OH BULANI

VIRAL
CHAM!

ROJAK
REZEPI

SirapLimau

SEISMIK

VOCKET

xtra

360
谈

JUICE

Mashable
SOUTHEAST ASIA

IGN
S.E. ASIA

MYGAMEON

MResipi

SPARK

EJEN
ALI

Malaysia
Malaysia

ALIP
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.

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.



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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

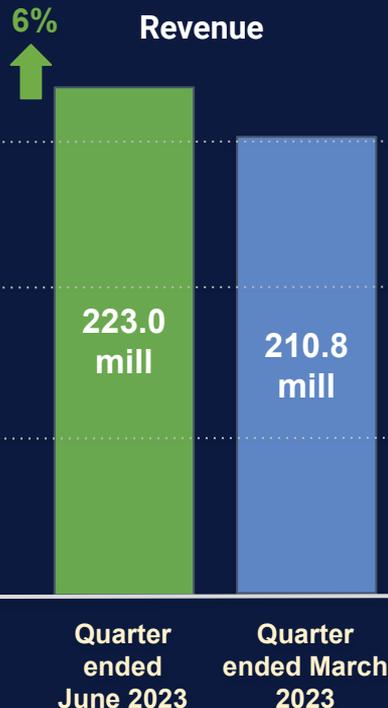
- A revenue of RM1.4 billion for the 18 months period ended 30 June 2023, affected by the challenging media industry and soft economic conditions.
- The Group saw incremental growth in advertising revenue across our businesses.
- The Group posted a profit after tax of RM67.3 million for the 18 months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

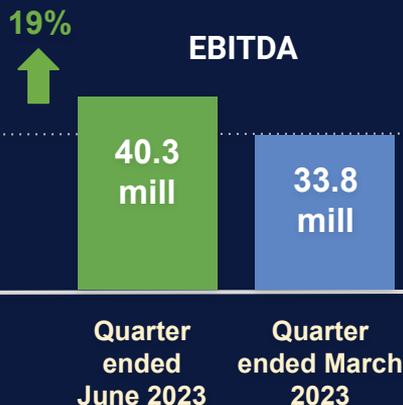
A PAT of RM8.1 million for the quarter ended 30 June 2023

Revenue

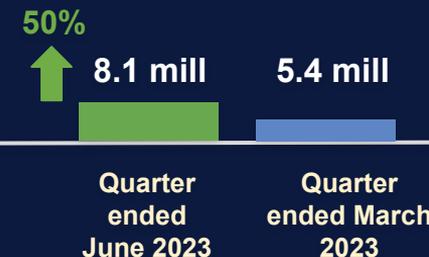


- Group revenue for the quarter ended 30 June 2023 grew by 6% against the immediate preceding quarter, mainly attributed to higher advertising revenue.
- Profit after tax of the current quarter was higher by 50% against the immediate preceding quarter, mainly due to efforts to defend our leadership positions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

EBITDA



Profit After Tax



Stronger Advertising Revenue

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

Net Revenue	Q6 ended	18M ended
	30 June 2023	30 June 2023
	RM'000	RM'000
Advertising revenue	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
Total net revenue	223,009	1,431,727

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
Net Revenue									
18M ended 30 June 2023	1,080,314	670,888	177,506	180,336	158,369	197,036	100,285	(1,133,007)	1,431,727
PAT / (LAT)									
18M ended 30 June 2023	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



media prima



42
BRANDS
MALAYSIANS
ENGAGE WITH

70%
MALAYSIANS
REACHED
EVERY MONTH

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

13.1M

11.0m

10.0M

7.8M

21.1m
YouTube subscribers
as at June 2023

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

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

Source: Comscore June 2023

Major social media platforms includes Facebook, Instagram, Twitter and TikTok

Malaysia's Top Source for News

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

UTERANGAN BERAMBI
Utusan
Malaysia

F M T

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

media prima



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

Expanded New Revenue Stream from Jan-June 2023

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 DURA 2in1 Luggage
Exclusive international brand

Launched 1st IP Brand

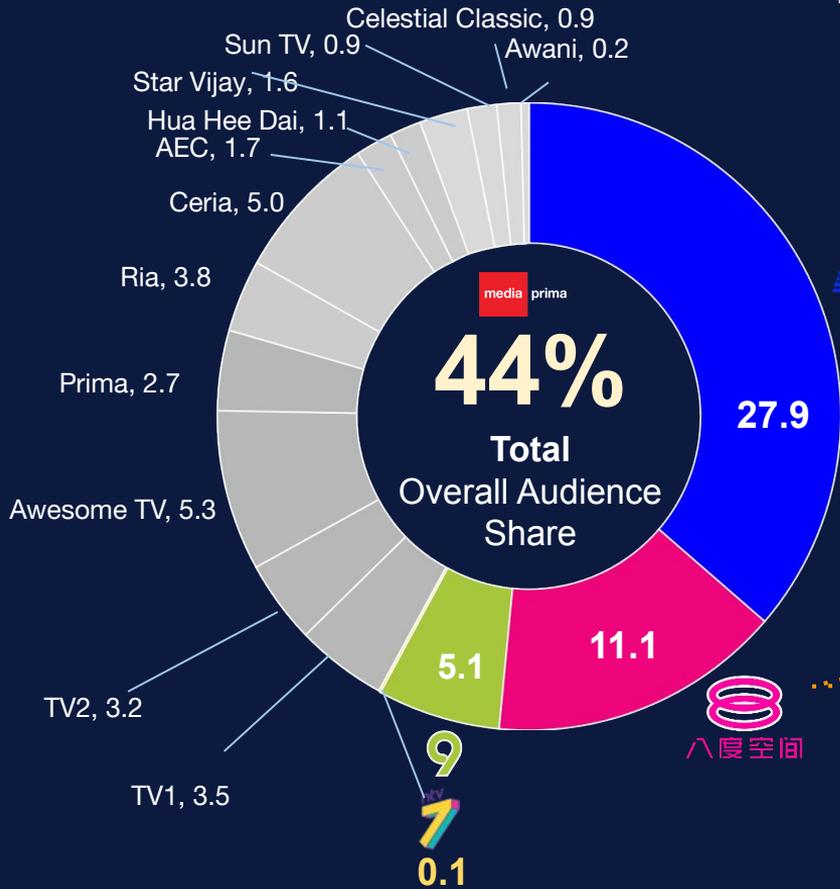


Le NONA tableware
Successfully launched with strong collaboration with other MPB's platform

Media Prima Television Networks Recorded Better Reach



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

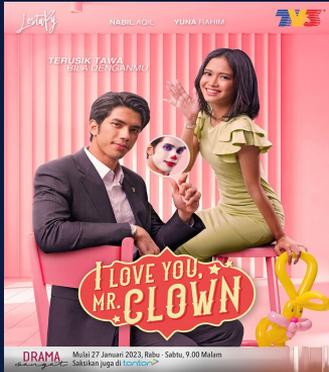
Source: Nielsen Audience Measurement (Total Individuals, Malay 4+, Malay 4+ Astro subscribers and Chinese 4+ from April to June 2023)

Malaysia's Biggest Content Production House

media prima

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

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

BTSJ

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.

>5.4M

weekly listeners
(30 June 2023)



>59.5M

digital listens
(30 June 2023)



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

Best Local Entertainment, Trusted News and Updates on Radio

hotfm



FLYFM



- 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

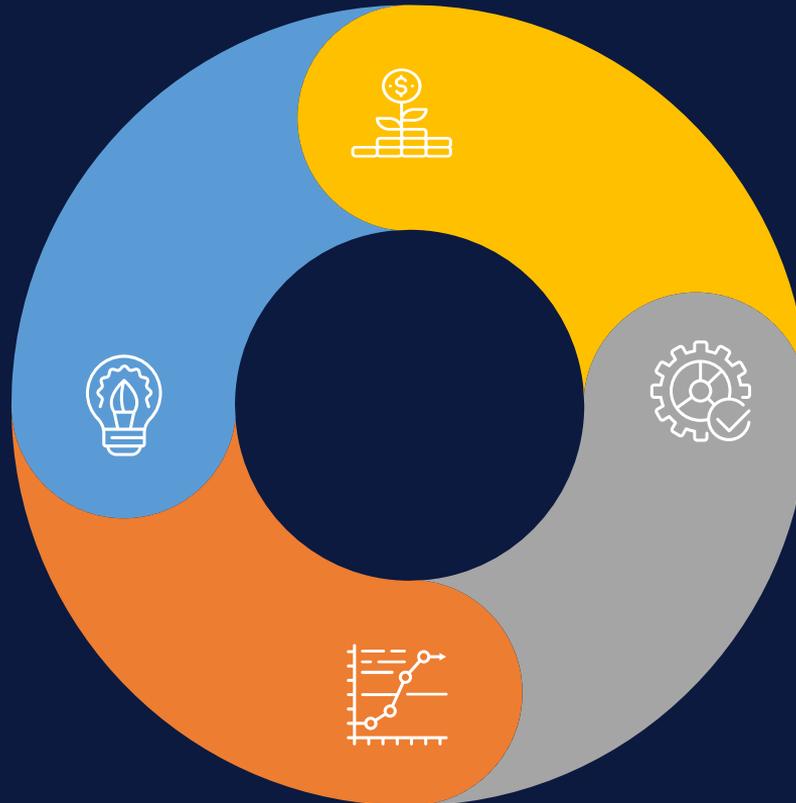
Environment
Resource efficiency and minimise environmental impact

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

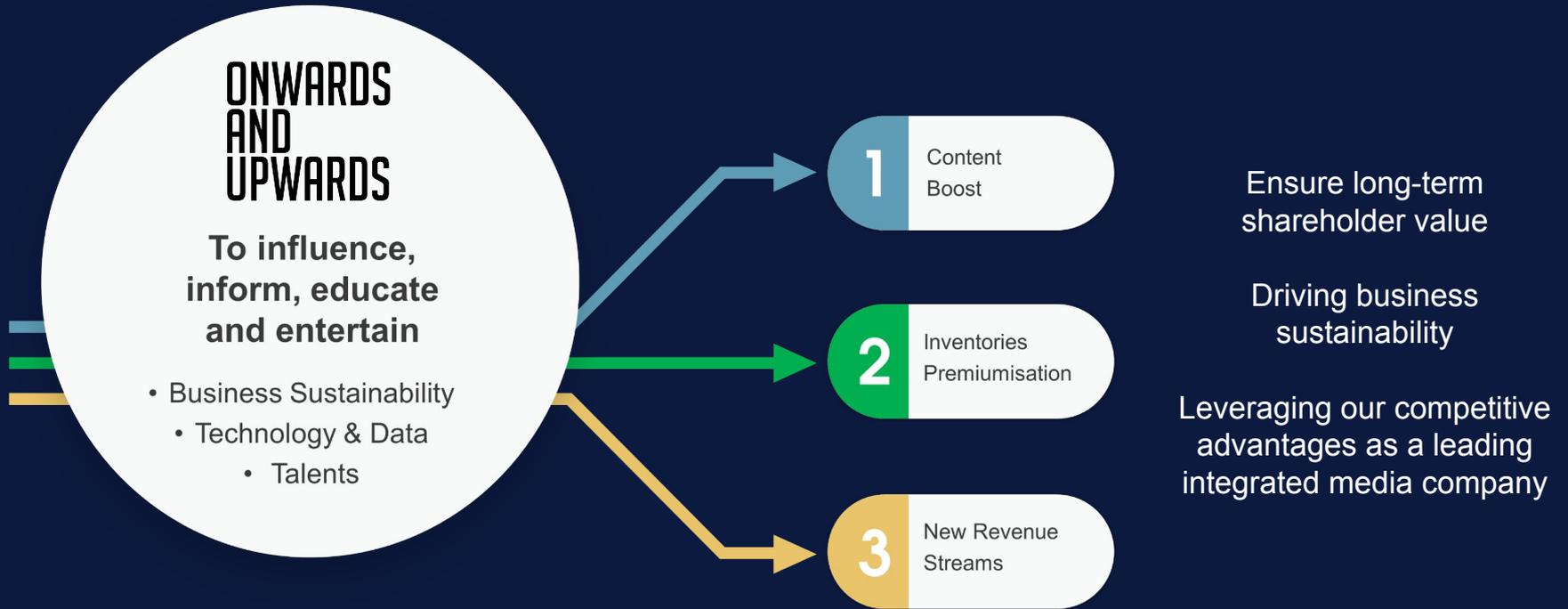


Provisions for assistance for:

- 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!

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Appendix

18M Ended 30 June 2023

Statement of Comprehensive Income

RM'000	18M Ended 30 June 2023
Net revenue	1,431,727
Operating expenses	(1,224,570)
Other operating income	45,989
EBITDA	253,146
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
Profit before tax	114,038
Taxation	(46,718)
Profit after tax	67,320
- Profit attributed to owners of the Company	64,625
- Profit attributed to non-controlling interests	2,695
	67,320
EBITDA margin	18%
PAT margin	5%

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.