

MEDIA PRIMA BERHAD
(Registration No : 200001030368 [532975 A])
(Incorporated in Malaysia)

**MINUTES OF THE TWENTY SECOND (22nd) ANNUAL GENERAL MEETING OF MEDIA PRIMA BERHAD HELD
FULLY VIRTUAL ON THURSDAY, 23 NOVEMBER 2023 AT 2.30 P.M.**

Present:

Participation Via Video Conferencing

YBhg Datuk (Dr) Syed Hussian Syed Junid (Independent Non-Executive Group Chairman)
Encik Mohd Rafiq Mat Razali (Group Managing Director)
Encik Abdullah Abu Samah (Independent Non-Executive Director)
YBhg Dato' Sivananthan Shanmugam (Independent Non-Executive Director)
YBhg Phang Ah Tong (Independent Non-Executive Director)
Datuk Shireen Ann Zaharah Muhiudeen (Independent Non-Executive Director)
Encik Rosli Sabarudin (Group Chief Financial Officer)
Puan Jessica Tan Say Choon (Group Company Secretary)

External Auditors

Messrs PricewaterhouseCoopers PLT, represented by: Encik Mohamed Zharif Agil

The attendance of Members/Corporate Representatives/Proxies is as per Summary of Attendance List via Remote Participation and Voting Facilities as per the Attendance List attached as **Appendix 1** to the Minutes.

AGM 1/2023**OPENING REMARKS BY CHAIRMAN**

YBhg Datuk (Dr) Syed Hussian Syed Junid presided as the Chairman of the Meeting.

The Group Chairman informed that the 22nd AGM was held fully virtual where all attendees at the AGM participated online. He stated that Media Prima Berhad continues to leverage technology to facilitate communications with shareholders by allowing easier and more efficient access for shareholders to attend the 22nd AGM virtually, through live streaming and Remote Participation and Electronic Voting facilities.

AGM 2/2023**INTRODUCTION OF DIRECTORS**

The Group Chairman introduced the Board members and Senior Management participating via video conferencing.

AGM 3/2023**GROUP CHAIRMAN'S WELCOME ADDRESS**

The Group Chairman extended a warm welcome to all Shareholders and Proxies to the 22nd AGM of the Company.

AGM 4/2023**QUORUM**

After confirmation by the Group Company Secretary that the quorum was present, the Group Chairman declared the meeting open.

AGM 5/2023**NOTICE**

The notice convening the meeting was taken as read.

AGM 6/2023

PRELIMINARY

The Group Chairman then briefed the shareholders on the following:

- (i) a total of 86 valid proxy forms had been received from shareholders holding approximately 670.9 million ordinary shares representing 60.49% of the issued ordinary shares of the Company, of which 43 shareholders holding 316.7 million ordinary shares representing 28.56% of the issued shares have appointed the Chairman of the Meeting as their proxy.
- (ii) in line with the Main Market Listing Requirements of Bursa Malaysia Securities Berhad ("Bursa Securities"), all resolutions at the AGM were voted on by way of poll through electronic voting ("e-voting"). The voting session had commenced from the start of the 22nd AGM at 2.30 p.m.
- (iii) Boardroom Share Registrars Sdn Bhd ("Boardroom") was appointed as the Poll Administrator to conduct the polling and SKY Corporate Services Sdn Bhd, as the Independent Scrutineer to observe the proceedings of the e-polling and to verify the Poll results.

A short video by Boardroom was played to demonstrate to the shareholders, corporate representatives and proxies participating via online on the functions available in the AGM portal which include posing of questions and casting of votes.

The Group Chairman informed that the Company had received some queries from the Minority Shareholder Watch Group ("MSWG") which Management had responded accordingly before the AGM.

For the benefit of the shareholders, the presentation slides on the queries by MSWG and Management's reply to the queries were presented on the screen and read by the Group Chief Financial Officer. The presentation slides is set out in **Appendix 2**.

AGM 7/2023

PRESENTATION BY THE GROUP MANAGING DIRECTOR

The Group Chairman then invited Encik Mohd Rafiq Mat Razali, the Group Managing Director ("GMD") to brief the shareholders on the Group's performance for the financial year under review.

The GMD thanked the shareholders for their attendance and presented an overview on the operational, financial and business review of the Group for the FYE 2022/2023. The presentation slides by the GMD is set out in **Appendix 3**.

The Group Chairman then proceeded with the first item on the Agenda of the 22nd AGM.

AGM 8/2023**STATUTORY FINANCIAL STATEMENTS AND REPORTS OF THE DIRECTORS AND AUDITORS**

The Independent Auditors' Report set out in the Financial Report was taken as read by the shareholders.

The Group Chairman explained that the Statutory Financial Statements of the Company were meant for discussion only as it did not require shareholders' approval under the provision of Section 340 of the Companies Act 2016. Hence, it would not be put to vote.

The Group Chairman informed that the Company had received a number of questions prior to the AGM and most of the questions received were pertaining to request for door gifts for this AGM. The Group Chairman informed that the Shareholders or Proxy appointed by the Shareholders who participated in the 22nd AGM will receive a Wowshop voucher worth RM30 and a 1-year subscription of TontonUp

The Group Chairman then invited the GMD to read out the questions received from the shareholders before and during the meeting with regards to the operations of the Group for the financial year under review and the answers to the said questions.

The complete list of questions received for the 22nd AGM together with the corresponding answers is attached as **Appendix 4** to this Minutes.

AGM 9/2023

The Group Chairman at this juncture declared the Question and Answer session closed and put on record that the Statutory Financial Statements of the Company have been duly received by shareholders. The Group Chairman then proceeded to the next item on the Agenda.

The Group Chairman then table and propose all the resolutions as set out in the Agendas for the Shareholders' consideration as follows :-

AGM 10/2023**ORDINARY RESOLUTION 1 :**

To re-elect Encik Mohd Rafiq bin Mat Razali who retires in accordance with Article 20.3 of the Company's Constitution and being eligible, have offered himself for re-election.

AGM 11/2023**ORDINARY RESOLUTION 2**

To re-elect YBhg Datuk Phang Ah Tong who retires in accordance with Article 20.8 of the Company's Constitution and being eligible, have offered himself for re-election.

AGM 12/2023**ORDINARY RESOLUTION 3**

To re-elect YBhg Datuk Shireen Ann Zaharah binti Muhiudeen who retires in accordance with Article 20.8 of the Company's Constitution and being eligible, has offered herself for re-election.

AGM 13/2023**ORDINARY RESOLUTION 4**

To approve the payment of Directors' fees of RM466,420.00 for the period from 1 January 2022 up to 30 June 2023.

AGM 14/2023**ORDINARY RESOLUTION 5**

To approve the payment of Directors' fees for the period from 1 July 2023 until the next AGM of the Company based on the Directors' fee structure.

AGM 15/2023**ORDINARY RESOLUTION 6**

To approve the payment of Directors' benefits of up to RM1,400,000.00 for the period from 24 November 2023 until the next AGM of the Company.

AGM 16/2023**ORDINARY RESOLUTION 7**

To re-appoint Messrs PricewaterhouseCoopers PLT as Auditors of the Company and to authorise the Board of Directors to determine their remuneration.

AGM 17/2023

ORDINARY RESOLUTION 8
Authority to Allot and Issue Shares

"THAT subject to Section 75 and 76 of the Companies Act 2016 and approvals of the governmental and/or regulatory authorities, where such approval is necessary, the Directors be and are hereby given full authority to allot and issue shares in the Company, at any time, and upon such terms and conditions and for such purposes at the Directors may, in their absolute discretion deem fit, provided that the aggregate number of shares issued pursuant to this resolution does not exceed ten per centum (10%) of the total number of issued shares of the Company for the time being and that the Directors be and are hereby given full authority to obtain the approval for the listing of and quotation for the additional shares so issued on Bursa Malaysia Securities Berhad and that such authority shall continue to be in force until the conclusion of the next annual general meeting of the Company".

AGM 18/2023

ORDINARY RESOLUTION 9

Proposed Renewal of Existing Shareholders' Mandate for Recurrent Related Party Transactions of a Revenue or Trading Nature
("Proposed Shareholders' Mandate")

"THAT subject to the provisions of the Main Market Listing Requirements ("MMLR") of Bursa Malaysia Securities Berhad, approval be and is hereby given to the Company and its subsidiary companies (collectively "Media Prima Group") to renew the existing shareholders' mandate for recurrent related party transactions ("RRPTs") of a revenue or trading nature with the related parties as set out in Section 2.2 of the Circular to Shareholders dated 26 October 2023.

THAT the Proposed Shareholders' Mandate is subject to the following:

- (a) the transactions are in the ordinary course of business and are on terms not more favourable to the related parties than those generally available to the public;
- (b) disclosure is made in the Annual Report of the aggregate value of transactions conducted pursuant to the Proposed Shareholders' Mandate during the financial year where aggregate value is equal to or exceeds the applicable prescribed threshold under the MMLR and/or the relevant Practice Notes; and
- (c) annual renewal and such approval shall, unless revoked or varied by the Company in a general meeting, continue in force until the conclusion of the next Annual General Meeting of the Company or the expiration of the period within which the next Annual General Meeting is to be held pursuant to Section 340 of the Companies Act 2016 (but shall not extend to such extension as may be allowed pursuant to Section 340 of the Companies Act 2016, whichever is earlier.

AND THAT the Directors be and are hereby authorised to complete and execute all such acts and things (including such documents as may be required) to give effect to the transactions contemplated and/or authorised by this Ordinary Resolution.”

AGM 19/2023

ANY OTHER BUSINESS

The Group Chairman informed that the Company had not received notification of any other business to be transacted at the 22nd AGM.

The Group Chairman informed that shareholders would be given 5 minutes to cast their votes and the results would be announced after the scrutineers have verified and validated the poll results.

AGM 20/2023

ANNOUNCEMENT OF POLL RESULTS

At 4.00 p.m, the Group Chairman called the Meeting to order for the declaration of Poll results. The Poll results were verified and scrutinised by Boardroom Corporate Services Sdn Bhd.

The Group Chairman announced that all the resolutions tabled at the 22nd AGM had received favourable votes from majority of the members and hence, the Group Chairman declared that all the following resolutions carried :

Ordinary Resolution 1

Re-election of Encik Mohd Rafiq Mat Razali pursuant to Article 20.3 of the Constitution of the Company

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 1	707,376,737	99,9948	36,460	0.0052

“THAT Encik Mohd Rafiq Mat Razali who retires in accordance with Article 20.3 of the Constitution of the Company, be and is hereby re-elected as a Director of the Company.”

Ordinary Resolution 2**Re-election of YBhg Datuk Phang Ah Tong pursuant to Article 20.8 of the Constitution of the Company**

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 2	702,996,805	99,9607	276,291	0.0393

“THAT YBhg Datuk Phang Ah Tong who retires in accordance with Article 20.8 of the Constitution of the Company, be and is hereby re-elected as a Director of the Company.”

Ordinary Resolution 3**Re-election of YBhg Datuk Shireen Ann Zaharah Muhiudeen pursuant to Article 20.8 of the Constitution of the Company**

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 3	703,236,304	99,9948	26,892	0.0052

“THAT YBhg Datuk Datuk Shireen Ann Zaharah Muhiudeen who retires in accordance with Article 20.8 of the Constitution of the Company, be and is hereby re-elected as a Director of the Company.”

Ordinary Resolution 4**To approve the payment of Directors' fees of RM466,420.00 for the period from 1 January 2022 up to 30 June 2023**

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 4	696,381,231	99,9905	66,233	0.0095

“THAT the payment of Directors' fees of RM466,420.00 for the period from 1 January 2022 up to 30 June 2023 be and is hereby approved”.

Ordinary Resolution 5

To approve the payment of Directors' fees for the period from 1 July 2023 until the next AGM of the Company based on the Directors' fee structure.

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 5	696,365,179	99,9884	80,947	0.0116

Ordinary Resolution 6

Payment of Directors' benefits of up to RM1.4 million for the period from 24 November 2023 until the next AGM of the Company.

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 6	696,041,458	99,9517	336,102	0.0483

"THAT THE payment of Directors' benefits of up to RM1.4 million for the period from 28 May 2022 until the next AGM of the Company be and is hereby approved".

Ordinary Resolution 7

Re-Appointment of Auditors

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 7	702,038,302	99,9273	510,894	0.0497

"THAT Messrs. PricewaterhouseCoopers PLT be re-appointed as Auditors of the Company for the financial year ending 31 December 2022 AND THAT the Directors be and are hereby authorised to fix the remuneration of the Auditors."

Ordinary Resolution 8**Proposed Authority to Allot and Issue Shares**

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 8	702,060,429	99.9503	348,767	0.0497

"THAT subject to Sections 75 and 76 of the Companies Act 2016 and approvals of the governmental and/or regulatory authorities, where such approval is necessary, the Directors be and are hereby given full authority to allot and issue shares in the Company, at any time, and upon such terms and conditions and for such purposes at the Directors may, in their absolute discretion deem fit, provided that the aggregate number of shares issued pursuant to this resolution does not exceed ten per centum (10%) of the total number of issued shares of the Company for the time being and that the Directors be and are hereby given full authority to obtain the approval for the listing of and quotation for the additional shares so issued on Bursa Malaysia Securities Berhad and that such authority shall continue to be in force until the conclusion of the next annual general meeting of the Company be and is hereby approved".

Ordinary Resolution 9

Resolution	Vote For		Vote Against	
	Number of Shares	%	Number of Shares	%
Ordinary Resolution 9	348,685,475	99.9863	47,780	0.0137

"THAT subject to the provisions of the Main Market Listing Requirements ("MMLR") of Bursa Malaysia Securities Berhad, approval be and is hereby given to the Company and its subsidiary companies (collectively "Media Prima Group") to renew the existing shareholders' mandate and to grant new shareholders' mandate for recurrent related party transactions ("RRPTs") of a revenue or trading nature with the related parties ("Proposed Shareholders' Mandate") as set out in Section 2.2 of the Circular to Shareholders dated 26 October 2023.

THAT the Proposed Shareholders' Mandate is subject to the following:

- (a) *the transactions are in the ordinary course of business and are on terms not more favourable to the related parties than those generally available to the public;*
- (b) *disclosure is made in the Annual Report of the aggregate value of transactions conducted pursuant to the Proposed Shareholders' Mandate during the financial year where aggregate value is equal to or exceeds the applicable prescribed threshold under the MMLR and/or the relevant Practice Notes; and*
- (c) *annual renewal and such approval shall, unless revoked or varied by the Company in a general meeting, continue in force until the conclusion of the next Annual General Meeting of the Company or the expiration of the period within which the next Annual General Meeting is to be held pursuant to Section 30 of the Companies Act 2016 (but shall not extend to such extensions as may be allowed pursuant to Section 340 of the Companies Act 2016, whichever earlier.*

AND THAT the Directors be and are hereby authorised to complete and execute all such acts and things (including such documents as may be required) to give effect to the transactions contemplated and/or authorised by this Ordinary Resolution be and is hereby approved."

AGM 21/2023

CONCLUSION

On behalf of the Board, the Group Chairman recorded the Board's gratitude and appreciation to the Management team, staff, Auditors and especially to the shareholders, for their patience and support, and for their attendance at the Virtual AGM.

He declared the Meeting closed at 4.05 pm

Confirmed as correct,

DATUK SERI (DR) SYED HUSSIAN SYED JUNID
GROUP CHAIRMAN

Appendix 1

Attendance Details

Page: 1

Date: 23 Nov 2023

Time: 16:18

Meeting: MEDIA PRIMA BERHAD, 22ND ANNUAL GENERAL MEETING

Thursday, 23 November, 2023

	<u>Attendees</u>	<u>Votes</u>
Shareholder	391	9,080,988
3rd Party Proxy	150	185,119
TOTAL	541	9,266,107



Media Prima 22nd Annual General Meeting

23 November 2023

Responses to the Minority Shareholders Watch Group



Question 1(a)

1. The Group revenue for the 18-months period amounted to RM1.4 billion, most of which RM1.1 billion in FYE2023 (vs RM693.7 million in FYE2021), came from its highest performing business segment, Omnia (page 175-176 of Annual Report (AR) 2023).
 - a. Given the softer advertising market conditions, what factors contributed to the significant increase in revenue from the Omnia business segment to a record high of RM1.1 billion in FYE2023?

Reply to Question 1(a)

To clarify, the revenue increase to RM1.1 billion in FYE 2023 is for an 18-month financial year period from 1 January 2022 to 30 June 2023 while the RM693.7 million revenue is for the 12-month period ended 1 January 2021 to 31 December 2021.

Having said that, our strategic move to centralize the Group's sales and marketing functions under Media Prima OMNiA has been critical to the successful turnaround of our advertising revenue.

Since its inception in 2020, OMNiA has provided clients with integrated solutions that maximize returns for their advertising and promotion expenses. We provide the added advantage that clients demand which includes our data analytics capabilities and having industry experts who truly understand Malaysians. OMNiA facilitates the customisation of our content offerings to meet the expectations of our clients. This is achieved through successful brand partnerships, on-ground activation and championing the SME market.

Question 1(b)

1. The Group revenue for the 18-months period amounted to RM1.4 billion, most of which RM1.1 billion in FYE2023 (vs RM693.7 million in FYE2021), came from its highest performing business segment, Omnia (page 175-176 of Annual Report (AR) 2023).
 - b. Despite achieving a strong topline, Omnia recorded a lower segmental profit of RM3.7 million in FYE2023 compared to RM4.4 million in FYE2021. What specific reasons contributed to the decline in profitability?

Reply to Question 1(b)

As mentioned in our response to 1(a) above, the topline increase in FYE2023 is due to FYE2023 being an 18-month financial period whereas FYE2021 was a 12-month financial period.

The profit margin for the OMNiA segment is subject to media agency commissions and rebates which have a direct correlation to the revenue generated during the period.

Question 1(c)

1. The Group revenue for the 18-months period amounted to RM1.4 billion, most of which RM1.1 billion in FYE2023 (vs RM693.7 million in FYE2021), came from its highest performing business segment, Omnia (page 175-176 of Annual Report (AR) 2023).
 - c. Are there any identified challenges for the Omnia segment, and what mitigation strategies are in place to address them and sustain growth?

Reply to Question 1(c)

The Group expects the upcoming year to remain challenging as intense competition for audience share across the conventional media and social media landscape will have an impact on advertising expenditure, which is already being affected by macroeconomic headwinds including slowing global growth, elevated inflation levels and higher interest rates.

We are aware of the tougher market conditions and the need to adapt to changing consumer preferences and technological advancements.

The Group leverages OMNiA's strength and shall continue to offer innovative marketing solutions for advertisers across its wide reaching media platforms and brands.

Our three-year business plan, built on (i) content boost, (ii) inventory premiumisation, and (iii) exploration of new revenue streams, underscores our commitment to drive growth and capitalise on our technological capabilities, data-driven insights, and talented team.

We will continue to defend our leadership positions, while investing more in growing media platforms namely the digital and our out-of-home segments. To effectively cater to the evolving needs of the market, we are strategically investing in the potential of our streaming platform, Tonton, and commerce business, WOWSHOP, to ensure we remain aligned with current trends.

Question 2(a)

2. Despite a thriving 40% increase in social media engagement in FYE2023, WOWSHOP faced challenges with a decrease in home shopping goods sales, dropping from RM268.6 million (FYE2021) to RM197.0 million (FYE2023), resulting in the home shopping business segment recording a significant loss of RM27.8 million in FYE2023 (page 23, 175, and 176 of AR2023)
 - a. What specific challenges or reasons does WOWSHOP attribute to the significant loss recorded in FYE2023, especially considering the thriving 40% increase in social media engagement?

Reply to Question 2(a)

Since the lifting of MCO restrictions at the end of 2021, the consumer market has experienced several changes, including increase in demand for travel and rising prices of goods.

This has caused a slowdown in the overall consumer market which directly impacts WOWSHOP as well. Stronger competition from the likes of TikTok Shop has also made it more challenging.

WOWSHOP is currently looking to implement countermeasures that will leverage the Group's strengths as a media powerhouse and WOWSHOP's expertise to produce entertaining shopping content to establish its own niche in the consumer market.

Question 2(b)

2. Despite a thriving 40% increase in social media engagement in FYE2023, WOWSHOP faced challenges with a decrease in home shopping goods sales, dropping from RM268.6 million (FYE2021) to RM197.0 million (FYE2023), resulting in the home shopping business segment recording a significant loss of RM27.8 million in FYE2023 (page 23, 175, and 176 of AR2023)
 - b. How does the success of the European Rose tableware set, becoming WOWSHOP's top-seller in 2023 with sales exceeding RM1.2 million, contribute to home shopping business segment performance, and were these sales in line with expectations or below anticipated levels?

Reply to Question 2(b)

The sales of Le Nona European Rose tableware exceeded our expectations, as the first batch was sold out 5 weeks after its launch.

Being WOWSHOP's first ever private brand product, we initially made conservative projections for European Rose to manage the risks.

With this success, we are now fully committed towards producing more private brand products in FY2024, with the second range "French Lily" proving to be a bigger success than European Rose when it was launched in September 2023.

We are now looking into other product categories including Bedding, Apparels and Beauty to further develop products with the Group's IP.

Question 2(c)

2. Despite a thriving 40% increase in social media engagement in FYE2023, WOWSHOP faced challenges with a decrease in home shopping goods sales, dropping from RM268.6 million (FYE2021) to RM197.0 million (FYE2023), resulting in the home shopping business segment recording a significant loss of RM27.8 million in FYE2023 (page 23, 175, and 176 of AR2023)
 - c. When does the Group anticipate that their strategic initiatives for WOWSHOP, such as the TikTok venture and partnerships with e-Wallets and banks, will translate into significant earnings for the Group?

Reply to Question 2(c)

TikTok is one of the areas where WOWSHOP has made steady progress, whether it is selling our own Le Nona products or affiliating with other brands to sell their products on WOWSHOP's channel.

The TikTok landscape is highly competitive with thousands of sellers selling similar items hence it is taking a bit longer for WOWSHOP to establish a strong foothold on this platform. WOWSHOP is still in the process of implementing new strategies and we expect to see further progress as we head into the festive season of CNY and Raya.

Regarding e-wallets and banks, WOWSHOP has already established relationships with most of the top banks and e-wallets already, and meaningful impact is yet to be seen as WOWSHOP customers are still predominantly cash customers.

We are currently exploring a collaboration with one of the top Buy Now Pay Later (BNPL) platforms in the local market in order to help attract some new potential customers, especially the younger generation to buy at WOWSHOP, to be implemented in the 2nd half of FY2024.

Question 3(a)

3. NSTP's 18-month strategy focused on aggressive cost management, content enhancement, and increasing readership, resulting in substantial savings from business process improvements, including relocating printing operations for cost efficiency and minimizing disruptions in print distribution (page 15-16 of AR2023).
 - a. How have the substantial savings achieved during the review period been allocated or reinvested to further enhance NSTP's operations or offerings?

Reply to Question 3(a)

The strategies that have been implemented with the results of the cost savings were meant to improve the bottom line while other initiatives to further enhance NSTP's operations or offerings have already been in the pipeline i.e the re-introduction of Business Times.

Question 3(b)

3. NSTP's 18-month strategy focused on aggressive cost management, content enhancement, and increasing readership, resulting in substantial savings from business process improvements, including relocating printing operations for cost efficiency and minimizing disruptions in print distribution (page 15-16 of AR2023).
 - b. While prioritizing speed in delivering stories, what measures have been taken to ensure the editorial guidelines are in place to prevent bias in writing and the content presented is objective and unbiased?

Reply to Question 3(b)

Guidelines for ensuring no malice and fair reporting are our utmost priority and have already been embedded in the day-to-day operations, while speed is also important, the principle guidelines have never been compromised including established process flow, training, engagement, and reviews.

Question 4(a)

4. Big Tree has undertaken an asset rationalization exercise by introducing five new premium digital assets (CuBig @ Federal Highway, CuBig @ LDP (Damansara Utama), CuBig @ Jalan Damansara, CuBig @ Sunway and CuBig @ KL - Seremban Expressway) at strategic locations and removing non-performing sites to keep the inventory lean and premium (page 43 of AR2023).
 - a. What is the current occupancy level of each new premium digital asset?

Reply to Question 4(a)

The current occupancy level of the the new premium digital assets are as follows:

CuBig @Federal Highway: MTD Oct 2023 - 91% , YTD July 2023 to now - 80%

CuBig @Damansara Utama: MTD Oct 2023 - 58% , YTD July 2023 to now - 94%

CuBig @ Jalan Damansara: MTD Oct 2023 - 51% , YTD July 2023 - 40%

CuBig @ Sunway: MTD Oct 2023 - 38% , YTD July 2023 to now - 34%

CuBig @KL Seremban: MTD Oct 2023 - 37% , YTD July 2023 to now - 35%

Question 4(b)

4. Big Tree has undertaken an asset rationalization exercise by introducing five new premium digital assets (CuBig @ Federal Highway, CuBig @ LDP (Damansara Utama), CuBig @ Jalan Damansara, CuBig @ Sunway and CuBig @ KL - Seremban Expressway) at strategic locations and removing non-performing sites to keep the inventory lean and premium (page 43 of AR2023).
 - b. Which of the new premium digital assets contributed the most to Big Tree's overall financial performance? Is this digital asset also the most profitable? If not, which is the most profitable and why?

Reply to Question 4(b)

The new premium digital assets that contributed most to Big Tree's overall financial performance are (i) CuBig @Federal Highway and (ii) CuBig @Damansara Utama.

The most profitable digital asset is CuBig@KLCC (Lembaga Getah Malaysia). Cubig@KLCC is a massive digital display, nestled in the heart of the KL Golden Triangle, with stunning 3D and anamorphic content capabilities. Strategically located at the busy traffic light intersection of Jalan Ampang, Jalan Yap Kwan Seng, and Jalan P. Ramlee, this digital screen has impacted large audiences made up of corporate leaders, trendy shoppers, tech-savvy locals, and international tourists. Hence, occupancy was at 100% all year round due to high demand for anamorphic advertising.

Question 4(c)

4. Big Tree has undertaken an asset rationalization exercise by introducing five new premium digital assets (CuBig @ Federal Highway, CuBig @ LDP (Damansara Utama), CuBig @ Jalan Damansara, CuBig @ Sunway and CuBig @ KL - Seremban Expressway) at strategic locations and removing non-performing sites to keep the inventory lean and premium (page 43 of AR2023).
 - c. Which specific sites were categorized as 'non-performing' during Big Tree's asset rationalization, and what criteria or reasons led to their deselection from the inventory?

Reply to Question 4(c)

The sites were selected based on their poor financial performance whereby all of them recorded losses / low-performance revenue for the past 3 years.

66 sites were rationalized and this has resulted in cost savings for Big Tree, derived from site rental, Malaysian Highway Authority fees, and local authority fees.

Question 5(a)

5. The Group remains undaunted by challenges like generative artificial intelligence (AI), which the Group has already started integrating into their business operations such as the AI DJ, Aina Sabrina (page 12 and 15 of AR2023).
 - a. Have there been noticeable impacts on customer engagement, satisfaction, or other key performance indicators since the implementation of AI DJ Aina Sabrina?

Reply to Question 5(a)

We have seen increased engagement and interaction both on the Fly FM socials as well as Aina's personal IG (8.4k followers). Recent brand studies have shown that over 34% of our audience finds Aina entertaining with an 80% popularity recognition.

Question 5(b)

5. The Group remains undaunted by challenges like generative artificial intelligence (AI), which the Group has already started integrating into their business operations such as the AI DJ, Aina Sabrina (page 12 and 15 of AR2023).
 - b. How has the introduction of AI DJ affected the roles or tasks of the current human workforce at the Group? Have there been any concerns or adjustments in the workforce due to the integration of this AI technology?

Reply to Question 5(b)

The AI technology we have implemented is not fully automated. As such we still manage the back-end functions with a team that manages the show as per any other radio show with human DJs. The AI tools have reduced man-hours needed for some tasks and this has enhanced overall productivity for both the on-air crew and support teams.

Question 6

6. Other operating income increased substantially from RM9.9 million in FYE2022 to RM46.0 million in FYE2023 (page 133 of AR2023).

What are the components contributing to this other operating income, and which components encountered a substantial increase? Please elaborate on the factors that led to the surge in this category of other operating income.

Reply to Question 6

The components of other operating income that increased significantly in FYE2023 in comparison to FYE2021 are as follows:

- a) Gain on disposal of non-current assets held for sale of RM13.4 million in relation to the sale of an industrial warehouse complex in Port Klang. In addition, the gain on disposal of property, plant and equipment (PPE) in FYE2023 was RM1.6 million as compared to RM401,000 in FYE2021.*
- b) Covid-19-related rent concessions of RM10.6 million on the Group's lease liabilities from outdoor advertising display sites received in FYE 2023 as compared to RM2.4 million received in FYE2021.*
- c) Other (non-Covid-19-related) rent concessions of RM4.6 million on the Group's lease liabilities from outdoor advertising display sites received in FYE 2023. The Group did not receive any non-Covid-19-related rent concessions in FYE2021.*
- d) Gain on termination of leases amounting to RM6.5 million in FYE2023 as compared to RM130,000 in FYE2021. The gain on termination of leases in FYE2023 relates to the termination of rental agreements of the Balai Berita Kuala Lumpur and Balai Berita Shah Alam premises rented by the Group.*

Question 7

7. Amortization of intangible assets and programming rights costs rose from RM93.4 million in FYE2022 to RM201.0 million in FYE2023 (page 133 of AR2023).

What factors or specific changes contributed to the noticeable increase in amortization of intangible assets and programming rights costs? Are there new acquisitions, changes in content rights strategies, or adjustments in the estimated useful life of existing assets that explain this rise in expenses?

Reply to Question 7

The increase in amortisation of intangible assets and programming rights cost in FYE2023 compared to FYE2021 is partly attributed to FYE2023 being an 18-month reporting period as compared to FYE2021, which was a 12-month reporting period.

The increase in FYE2023 was also due to increase in broadcast of new programmes produced and acquired during the period following the lifting of Covid-19 movement restrictions and the opening of the economy in early 2022. In FYE2021, more repeat content and programmes were broadcast during that period due to lesser television programme production activities as certain restrictions on production activities were imposed during the Movement Control Order.

Question 8(a)

8. There is an addition of freehold land of RM147.7 million in FYE2023 (page 184 of AR2023)
 - a. What is the purpose of the recently acquired freehold land of RM147.7 million? Are there particular projects, developments, or initiatives that these lands are intended to support?

Reply to Question 8(a)

The acquisition of freehold land is in relation to the freehold land allocation of the Balai Berita Kuala Lumpur property which was acquired during the financial period.

The acquisition represents part of the initiatives to further strengthen the media segment of the Group including investment in new studios with the latest technology, consolidation of news gathering operations and production of live TV shows involving attendance of audience. This is expected to contribute positively to the Group as it enables the Group to continue to meet the increasing demands for high quality content by both viewers and advertisers.

The Balai Berita Kuala Lumpur property currently houses the Company's corporate headquarters and offices for its subsidiaries. The acquisition will crucially provide the Group with long term security for its operations to remain at Balai Berita Kuala Lumpur for the foreseeable future, in particular beyond the expiry of the non-cancellable rental period on 31 December 2024 with PNB Development Sdn. Berhad. In addition, with ownership of the property, the Group will also be able to commit to further capital investments for new floor space and studios with the latest technology at Balai Berita Kuala Lumpur.

Question 8(b)

8. There is an addition of freehold land of RM147.7 million in FYE2023 (page 184 of AR2023)
 - b. Considering the significant investment in freehold land, when is the anticipated timeline for the profitability to materialize from this investment?

Reply to Question 8(b)

As explained in our Circular to shareholders dated 29 October 2021, the acquisition provides the Group with long term security for its operations to remain at Balai Berita Kuala Lumpur for the foreseeable future. The land acquired is not for investment purposes.

The proposed relocation and consolidation of the Group's operations in Sri Pentas 2 at Balai Berita Kuala Lumpur, is in line with the Group's cost optimisation initiatives and such savings could be utilised as additional working capital for the Group.

Question (1) Corporate Governance Matters

The current Board composition lacks diversity, having only one female Director, constituting a mere 17% of the entirety. This falls short of the suggested 30% benchmark in Practice 5.9 of the Malaysian Code of Corporate Governance (MCCG), which underscores the significance of substantial women representation (page 37 of Corporate Governance Report 2023).

Considering the current Board's limited diversity, are efforts underway to identify fitting female candidates for an impending Director role within the Group? If so, when is the expected timeline for achieving this objective?

The selection and appointment process overseen by the Nomination & Remuneration Committee prioritises a well-balanced composition of Directors with diverse skills and experience.

The Company recognises the value of diversity, including gender diversity, in the boardroom and the workforce and encourages diversity in the Board's composition and throughout the organisation to ensure a broad range of skills and talents for effective business operation.

The Board and the Company, when sourcing for suitable candidates for any vacant Board position in future, would take into consideration suitably qualified female candidates, while being mindful that any gender representation should be in the best interest of the Company. There is no specific timeframe for adoption of the Practice.



THANK YOU

www.mediaprima.com.my



Media Prima Berhad
Registration No: 200001030368 (532975-A)

22nd Annual General Meeting

Presentation by Group Managing Director

23 November 2023



OUR KEY ACCOMPLISHMENTS

How did we do it?



**We Strengthened
Our Foundation**



**We Invested in Fast
Growing Areas**



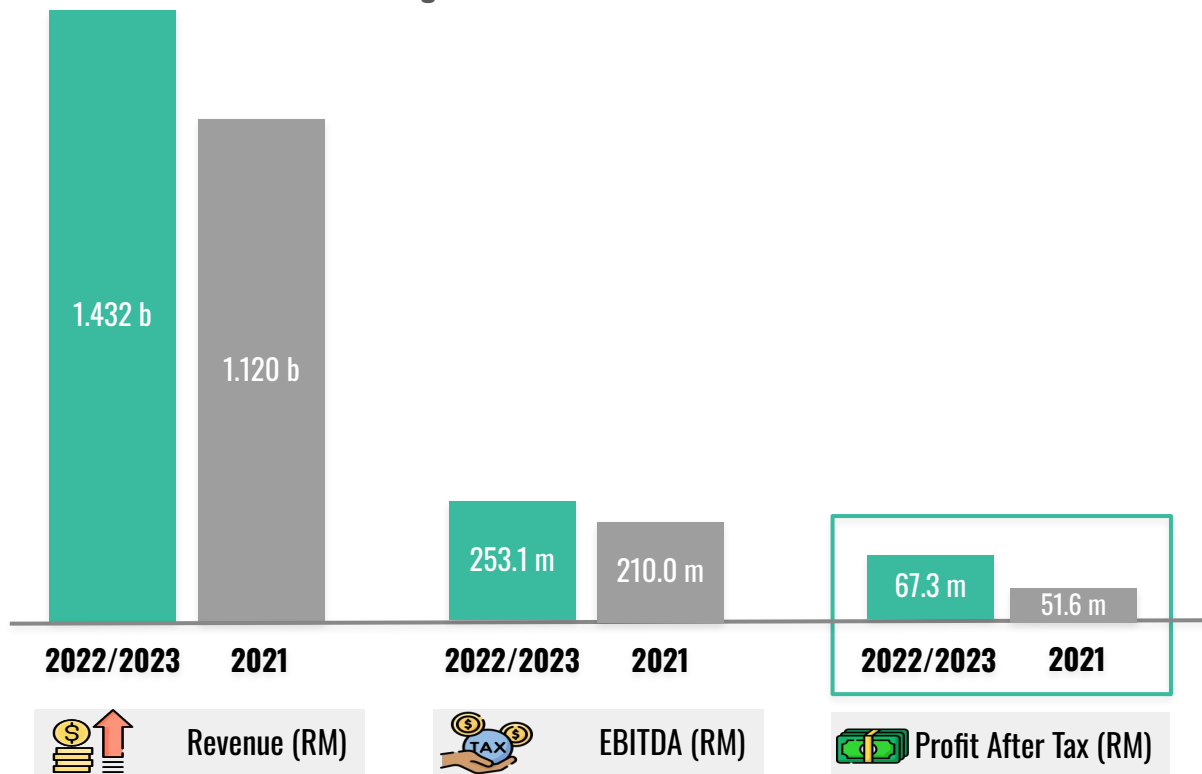
**We Ventured Into New
Revenue Streams**



**We Improved Our
Advertising Capabilities**

WE DELIVERED POSITIVE RESULTS

Achieved a revenue of RM1.4 billion and a PAT of RM67.3 million despite the challenging business environment and softer advertising market conditions



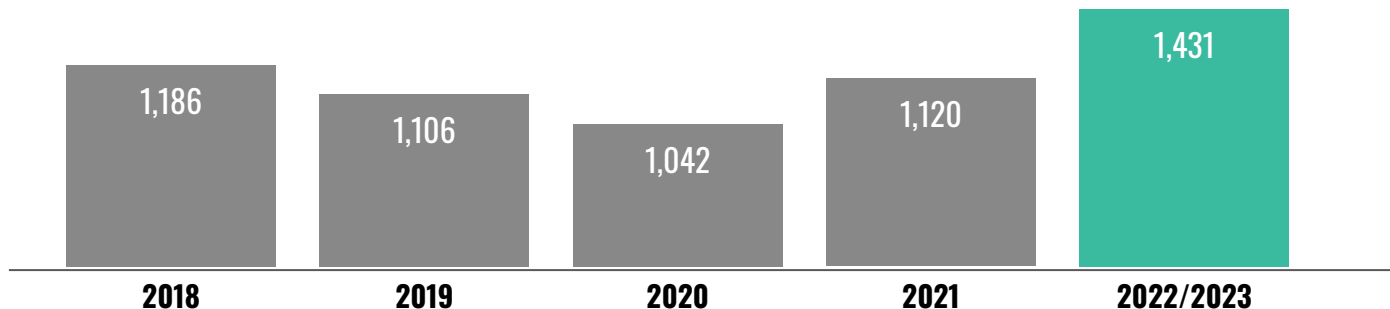
We changed our financial year end from 31 December to 30 June. As a result, our consolidated financial performance under review disclosed herein refers to the 18 months period from 1 January 2022 to 30 June 2023.

REVENUE AND PAT LEVELS REMAIN POSITIVE

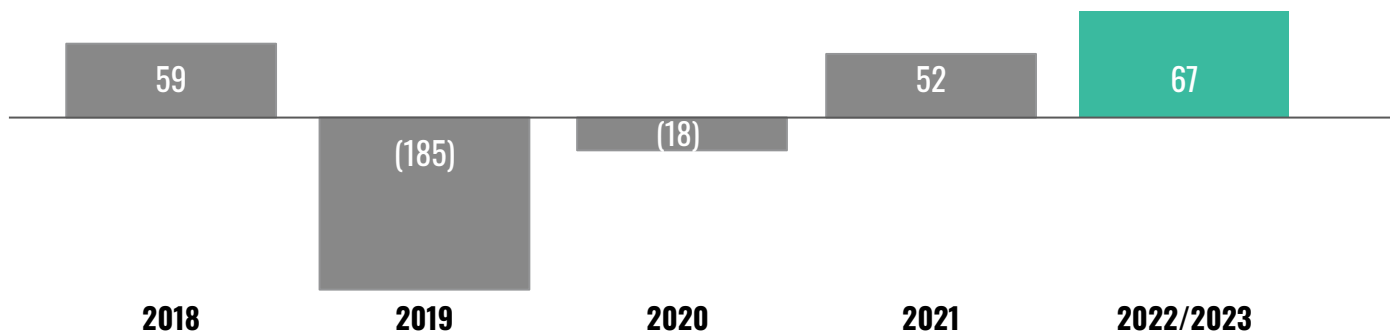


Two (2) consecutive financial periods of Profit After Tax (PAT) achieved by the Group.

Revenue (RM 'million)



Profit/ (Loss) After Tax (RM 'million)



DESPITE ONGOING CHALLENGES FOR THE INDUSTRY

Industry in a constant state of flux



Shifting advertising
revenue



Technological
advancements



Changing consumer
preferences



Audience fragmentation



Uncertain
macroeconomic
conditions



Fake news and
misinformation



Proliferation of artificial
intelligence

FINANCIAL PERFORMANCE BY SEGMENT



REV Media Group and Big Tree have potential to deliver significant growth for the Group

Revenue (RM '000)	Omnia	Broadcasting	Home Shopping	Print Media	Digital Media	Outdoor Media
FINANCIAL PERIOD ENDED 30 JUNE 2023	1,080,314	670,888	197,036	180,336	158,369	177,506
FINANCIAL YEAR ENDED 31 DECEMBER 2021	693,703	480,039	268,618	138,692	99,524	91,958
Profit/(loss) (RM '000)	Omnia	Broadcasting	Home Shopping	Print Media	Digital Media	Outdoor Media
FINANCIAL PERIOD ENDED 30 JUNE 2023	3,702	60,883	(27,812)	8,454	15,348	15,942
FINANCIAL YEAR ENDED 31 DECEMBER 2021	4,421	80,443	3,022	2,923	11,956	(39,232)

FINANCIAL PERFORMANCE BY REVENUE



Advertising revenue, sales of home-shopping goods and content sales remain the three largest revenue stream

Revenue (RM '000)	18-MONTH FINANCIAL PERIOD ENDED 30 JUNE 2023	12-MONTH FINANCIAL YEAR ENDED 31 DECEMBER 2021
Advertising Revenue	1,086,659	745,268
Newspaper Sales	42,952	37,592
Newspaper Printing and Distribution	19,808	18,760
Content Sales	74,681	43,371
Sale of home-shopping	195,782	267,924

EXCELLENCE IN BROADCASTING

Media Prima Television Networks has firmly cemented the status as nation's most-watched television network

>38% Total Audience Share



34.4% Malay 4+ Audience Share



45.9% Chinese 4+ Audience Share



Source: Nielsen Audience Measurement (1 January to 30 June 2023)

TRUSTED NEWS, BEST LOCAL ENTERTAINMENT

From award-winning dramas and documentaries, to popular reality shows and news programmes



Audience share: Almost 40% total share (Average of 3m ratings)



Audience share: No. 2 most watched Malay news programme



Audience share: 59% (Chinese audience)



Audience share: 58% (Malay 4+)



Audience share: 50% (Malay 4+)



Audience share: 66% (Chinese 4+)



Audience share: 59% (Malay 4+)



Audience share: 52% (Malay 4+)

WE PRODUCE GREAT LOCAL CONTENT

Our popular and award winning content were also made available to various audiences through streaming services such as Disney+ Hotstar, VIU, iQiyi and Netflix



2.3M viewers

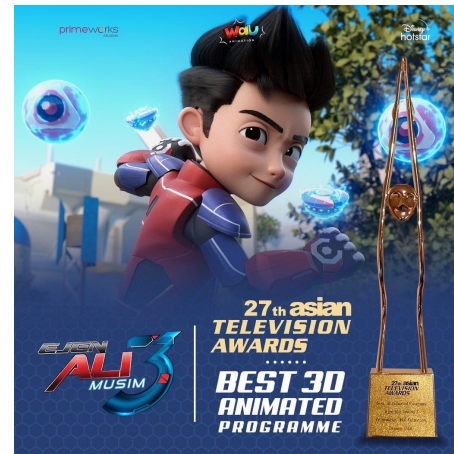


2.1M viewers



2.0M viewers

2023 marked the premiere of Ejen Ali Season 3



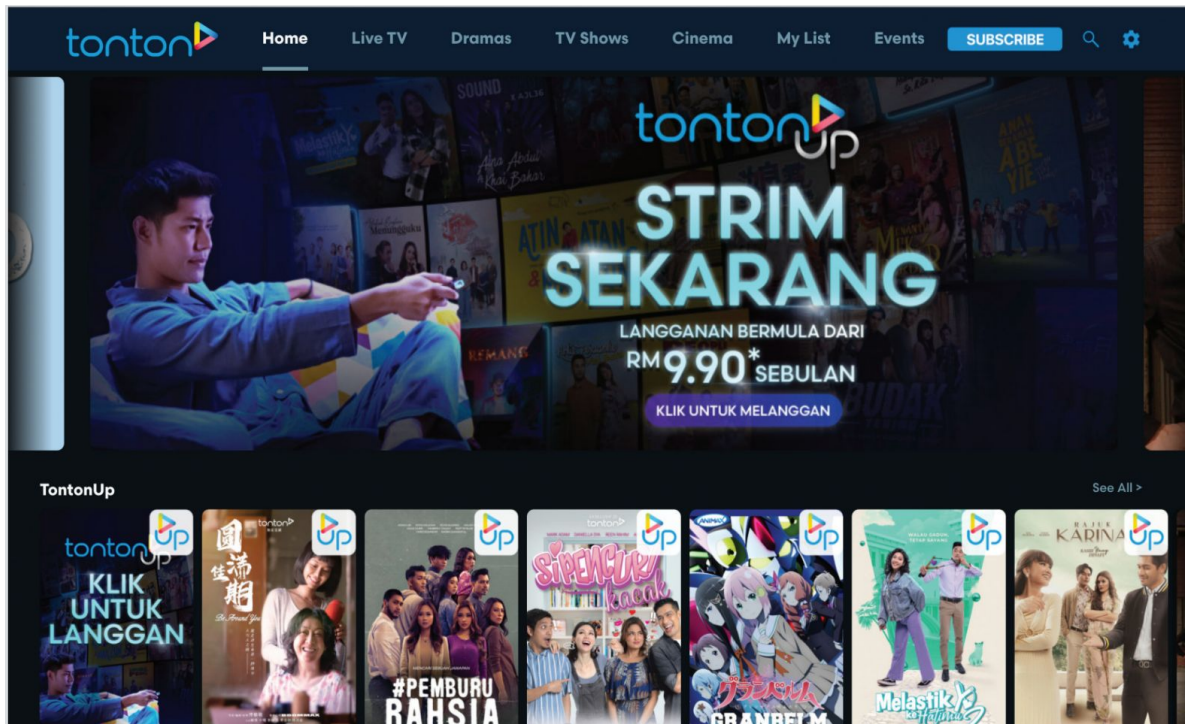
Won Best 3D Animated Series at the 27th Asian TV Awards



NETFLIX

REVISITING TONTON'S POTENTIAL

Malaysia's first and largest grown video streaming service



Tonton Original: Seindah Kasih

TOPPING THE AIRWAVES



Hot FM: Malaysia's number 1 radio station, Fly FM: Malaysia's number 2 English radio network

>3.8M

weekly listeners
(Jan - Dec 2022)



>4.8M

monthly listeners
(Jan - Dec 2022)



hotfm

KOOL 101

molekfm

FLYFM

eight.FM

AUDIO+

Source:

Nielsen Consumer & Media View (CMV), Jan - Dec 2022

Combined data from Radioactive, Whooshkaa, YouTube

BEYOND PRINT

Strengthened content offerings by adopting a “Digital First” approach



a **media** prima company



NEW
STRAITS TIMES



Harian Metro

+PRINTING FOR OTHER PUBLICATIONS

3.8
million



3.6
million



Online news portals myMetro (hmetro.com.my) and BH Online (bharian.com.my) ranked as the **most read online news portals** in Malaysia with 3.8 million and 3.6 million average monthly unique visitors respectively as at June 2023.

REV'S DIGITAL DOMINANCE

Malaysia's Leading Digital Publisher



2022



#1 Local digital media company

Represents over **30** top authority brands

REV ID
New technology

MDA d Awards 2022

- Best Digital Publisher of the Year (Gold)
- Best Integrated Media Campaign (Silver)

Huawei Developer Day APAC 2022

- Best Digital Media Award

HAM Report 2022 by MARKETING Magazine

- Sparkling Golden Recipient



2023

MDA d Awards 2023

- Best Digital Tech Product (Gold)
- Best Use of Digital Marketing Innovation (Gold)
- Best Digital Publisher of the Year (Silver)
- Best Use of Data (Silver)
- Best Use of Mobile (Silver)
- Digital Person of the Year (Silver)

Kelantan Business Entrepreneurship Awards 2023

- Sirap Limau' is awarded Outstanding in Digital Online Platform for Lifestyle

#1 Choice for mobile content ahead of Google and Facebook

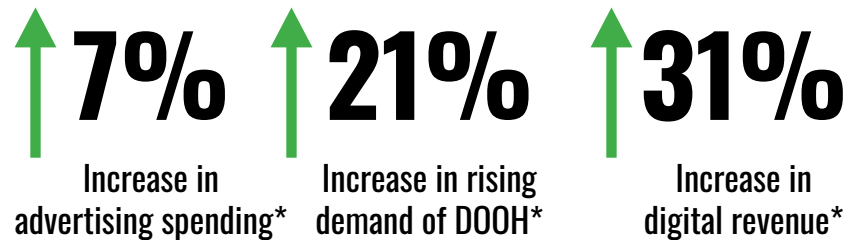
11.5m
Mobile users in Malaysia

54%
of Malaysia's total digital population

OUTSTANDING OUT-OF-HOME EXPERIENCES

Adapting to constantly evolving digital landscape

BIG TREE

TRC**KURNIA
OUTDOOR****GOTCHA****UPD****BT SJ**

*First 6 months in 2023



Big Tree's KLCC Convex Crossing



Launch of CuBIG @ KLCC Junction's Premium Audio Timbelt

A NEW WOW FOR WOWSHOP

Strengthened content offerings by adopting a “Digital First” approach

Defend core TV commercial business

wowshop



1,600

Live shows

>3M

Registered Customers
as at 30 June 2023

30K

Diverse range
of items



Strengthen digital presence via e-commerce

40%

Boost in social media

3.1M

Visitors



E-commerce & Mobile
Commerce Contribution

Launched TIK TOK in Jan23

To drive sales from
younger
demographic



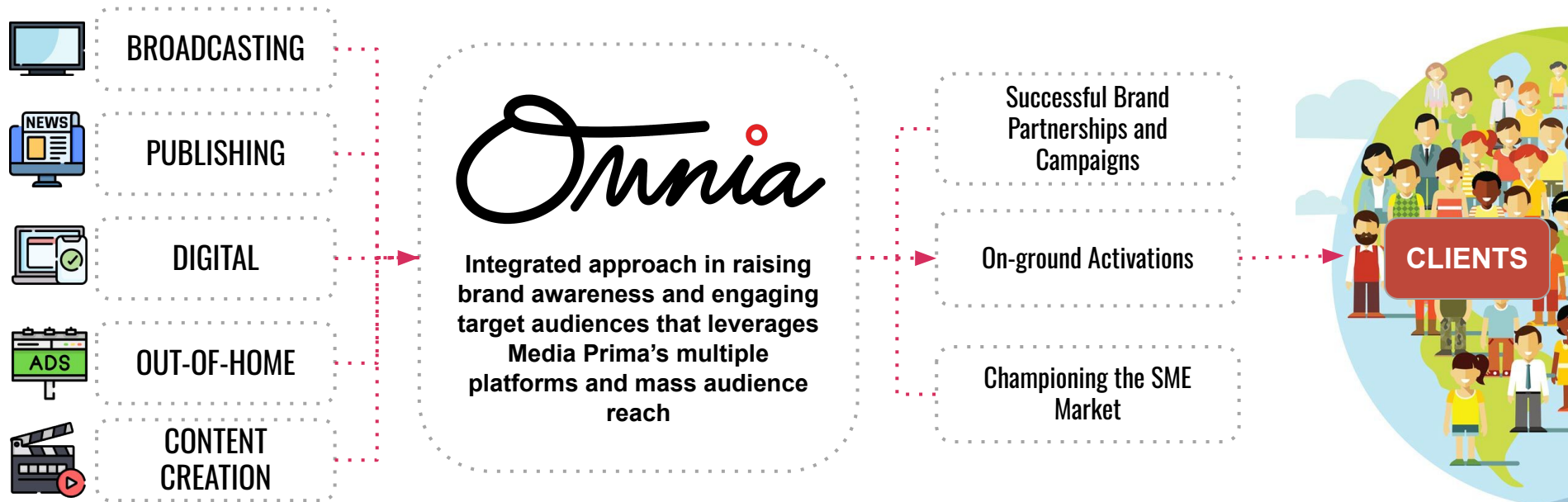
Expand new business streams



The European Rose tableware set garnered sales of more than RM1.2 million and became the number one item sold by WOWSHOP in 2023.

WE EMPOWER ADVERTISERS - 360 SOLUTIONS

Centralising the Group's sales and marketing functions under Omnia has been critical to the success of our Advertising revenue



SUCCESSFUL BRAND PARTNERSHIPS

Integration of our brands into our content offerings



Sponsored by F&N



Sponsored by Garnier
(four consecutive years)



Collaboration between
Gamuda Land and REV



Collaboration between
Hot FM and Gardenia



Collaboration with Shopee



Partnership with F&N



TNB for TV3

OUR SUSTAINABILITY STRATEGY

Commitment to good governance



Our ESG activities focused on:

Enriching Lives Through Informative, Entertaining Media Content
Raising Awareness on Improvement of Society, Nation and Climate Change
Supporting Communities and Local Businesses

OUR OVERALL COMMITMENT TO BEING A RESPONSIBLE MEDIA COMPANY

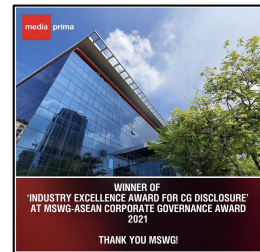
Industry Recognition



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

OUR JOURNEY TO FINANCIAL FLEXIBILITY

Our commitment to reward shareholders

- **First and final dividend of 1.5 sen per ordinary share** for FYE 30 June 2023.
- Paid on **3 October 2023** to Depositors whose name appear in the Record of Depositors at the close of business on 13 September 2023.
- In a position to better balance between:-
 - Giving back to our shareholders;
 - Reinvesting into our business; and
 - Giving back to our people

ADVANCING
media prima
STRATEGIC

3

YEAR BUSINESS PLAN

OUR PURPOSE:
To influence,
inform, educate
and entertain

1

Content Boost

2

Inventory Premiumisation

3

New Revenue Streams

By leveraging our technological expertise valuable data insights, and talented workforce, we will ensure long-term shareholder value and drive business sustainability as a leading integrated media company.



THANK YOU

www.mediaprima.com.my

22nd AGM - 23 November 2023**Pre & Live AGM Questions from Shareholders of Media Prima Berhad**

No.	Name of Shareholder	Questions/Proposed Answers
Q1	YONG JOON FAH	Is the company giving any doorgift to shareholders attending this AGM?
A1		<p>As a token of appreciation, shareholders or proxies attending the 22nd AGM of the Company will receive a Wowshop Voucher of RM30 ("Voucher") and a 1-year subscription on TontonUp ("Subscription") worth RM118.80.</p> <p>The Voucher/Subscription and the guide on how to redeem the Voucher/Subscription will be emailed by the Boardroom Share Registrar at a subsequent date after the AGM.</p>
Q2	TEE BENG HEE	May I know why the Company is paying so high directors benefits amounting RM1.4 million, more than three times the Directors fee during this challenging times.
A2		<p>We have received a question from Tee Beng Hee and Chee Teng Hoe, on Directors Remuneration and Benefits.</p> <p>The payment of Directors' benefits comprise the allowances and other emoluments payable to the Chairman and members of the Board and Board Committees such as insurance and medical and other claimable benefits including reimbursable expenses incurred in the course of carrying out their duties as Company Directors.</p> <p>The total amount of benefits payable to the Directors is estimated to be up to RM1,400,000.00 (from 24 November 2023 to the next AGM in 2024), taking into account various factors which include amongst others, the number of scheduled board meetings and board committee meetings as well as the number of Directors involved in these meetings.</p> <p>We have a high-caliber Board. We have done a remuneration review exercise and the benefits provided are in line with market rates.</p>
Q3	TEE BENG HEE, TEE BENG NGO, TEE BENG CHOO	Please give us some doorgifts/e-vouchers/e-wallet for attending this RPEV as token of appreciation.
A3		<p>As a token of appreciation, shareholders or proxies attending the 22nd AGM of the Company will receive a Wowshop Voucher of RM30 ("Voucher") and a 1-year subscription on TontonUp ("Subscription") worth RM118.80.</p> <p>The Voucher/Subscription and the guide on how to redeem the Voucher/Subscription will be emailed by the Boardroom Share Registrar at a subsequent date after the AGM.</p>

Q4	CHEE TENG HO	With the current gloomy business outlook and the Company not doing well, why is the Company giving so high benefits to their directors? May I know what are these benefits?
A4		<p>The payment of Directors' benefits comprise the allowances and other emoluments payable to the Chairman and members of the Board and Board Committees such as insurance and medical and other claimable benefits including reimbursable expenses incurred in the course of carrying out their duties as Company Directors.</p> <p>The total amount of benefits payable to the Directors is estimated to be up to RM1,400,000.00 (from 24 November 2023 to the next AGM in 2024), taking into account various factors which include amongst others, the number of scheduled board meetings and board committee meetings as well as the number of Directors involved in these meetings.</p>
Q5	TAN SIAN HOO	Kindly provide door gift or eWallet as an appreciation of participating on this AGM TQ
A5		<p>We have received many questions on door gifts. Here is our response.</p> <p>As a token of appreciation, shareholders or proxies attending the 22nd AGM of the Company will receive a Wowshop Voucher of RM30 and a 1-year subscription on TontonUp worth RM118.80.</p> <p>The Voucher/Subscription and the guide on how to redeem the Voucher/Subscription will be emailed by the Boardroom Share Registrar at a subsequent date after the AGM.</p>
Q6	YONG JOON FAH	Is the company planning to declare dividend quarterly
A6		<p>The Board of Directors declared a single-tier dividend of 1.5 sen per ordinary share which was paid on 3 October 2023 to shareholders whose names appear on the Record of Depositors at the close of business on 14 September 2023.</p> <p>The total dividend declared in respect of the financial period ended 30 June 2023 amounts to 1.5 sen (financial year ended 31 December 2021: 1.5 sen).</p> <p>With regards to dividend payment, we remain committed to providing competitive returns to shareholders. Any dividend payment will be subject to:</p> <ul style="list-style-type: none"> (a) profitability; (b) funding requirement (capital expenditure and investments); and (c) availability of cash flow.

Q7	LIM HOCK SING	<p>Is there a future with our home shopping business? Our profit from this channel has turned into a huge loss in FY 2023. Even Astro has closed its Go Shop business after years of losses. Shouldn't we be critically reviewing our business and exit if there is little chance of making money. This will free up our resources for other more profitable businesses.</p>
A7		<p>There is definitely a future with our home shopping business.</p> <p>We empathise with the announcement on Go Shop, but we are focused on our plans for our home shopping business nonetheless.</p> <p>One of our core business pillars is Wowshop 2.0. We have moved forward with the next phase of growth for WOWSHOP- WOWSHOP 2.0, which involves revamping the Group's e-commerce capabilities, leveraging all media platforms to generate demand, while effectively harnessing the Group's data, which includes the extended data from our digital platforms.</p> <p>We are also looking into expansion of new revenue streams for the division- i.e. launched Tiktok in January 2023 with a current follower close to 37,000. Another effort was on the expansion of non-product revenue via collaboration with clients such as KWSP, Lembaga Pertubuhan Perladang (LPP) and Samsung.</p> <p>WOWSHOP will also continue to work closely with Omnia and 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.</p> <p>WOWSHOP continues to enhance its e-commerce platform with the ultimate objective of improving user experience, moving forward. WOWSHOP has also launched Lenona In November 2022, the first Media Prima IP brand done by WOWSHOP.</p> <p>On a positive note, despite the soft consumer market, we saw a 3% growth in total registered customers from end Dec 2022, bringing WOWSHOP's total registered customers to 3.4 million as at 30 June 2023.</p>
Q8	PORAVI A/L S P SITHAMBARAM PILLAY	<p>Good afternoon..thank you to our Directors and staff who have managed to turn around our Company. I am confident the upward momentum will continue. My votes are all in favour. No questions from me. Hope our Company will reward patriotic shareholders participating in this RPV.</p>
A8		<p>Thank you for your continuous support. We will continue in our efforts to provide value to our shareholders.</p> <p>We believe that when we are doing well, we should share the profits with three key areas: our shareholders who place their trust in us, the organisation to ensure its continued growth, and our people.</p>

Q9	REEVANASH A/L PORAVI	Good afternoon to all our truly dedicated and committed Directors and staff. Amazing turnaround of our Company in the last 2 years. Thank you very much. Hope to see our borrowing of RM300 m to go down in the coming years .
A9		<p>Thank you for your continuous support, Sir. We will continue in our efforts to provide value to our shareholders.</p> <p>We take note of your comment on borrowings, we will continue to monitor our financial and liquidity position to meet operational and financing needs.</p>
Q10	REEMARACHNA A/P PORAVI	Good afternoon to our esteemed Directors. We are now back on the right track. Good financial performance. Many wrote us off earlier but I remained confident and that has bore fruits . Truly a tremendous effort by our Directors and staff. Kudos to all of them. My votes are in favour for all the resolutions.
A10		Thank you very much for your continuous support. Your belief in Media Prima has played a key role in the Group's success.
Q11	MONO KARI A/P SOKKALINGAM	Good afternoon.This is our 22nd AGM and I am proud to be a shareholder of Media Prima. Many were sceptical of our performance 2 years back but the dynamism and dedication of our Management ensured we shattered that scepticism . Thank you very much to all.
A11		Thank you very much, for your positive feedback. We will continue in our efforts to provide value to our valued shareholders.
Q12	LIM SAN KIM	Please provide me access to everyday head line news, TQ
A12		Thank you for your comment. We encourage you to subscribe to the e-newsletter of our popular news portals from The New Straits Times Press and REV Media Group. We trust you will find the news we publish to be current and trustworthy as we are the number one news publisher in Malaysia. Thank you.
Q13	LEE MUN HOE	Any plan to downsize non-profit segment?
A13		<p>For the 18 months period ended 30 June 2023, our home shopping segment was not profitable.</p> <p>With regards to our home shopping segment, I have elaborated very comprehensively earlier in my response to a question raised by shareholder, Lim Hock Sing.</p> <p>We have no plans to downsize our home shopping segment, we are focused on our plans for our home shopping business.</p>

Q14	LEE MUN HOE	Which segment will be prioritized in the upcoming year?
A14		<p>Our focus is in three areas.</p> <p>First, we will continue to defend our leadership positions among our brands in Media Prima Television Networks, Media Prima Audio and The New Straits Times Press.</p> <p>Secondly, we are investing more in growing media platforms namely the digital and our out-of-home segments.</p> <p>Thirdly, to effectively cater to the evolving needs of the market, we are strategically investing in the potential of our streaming platform, Tonton, and commerce business, WOWSHOP, to ensure we remain aligned with current trends.</p>
Q15	CHEA AH CHUN	When to pay dividend
A15		<p>The Board of Directors declared a single-tier dividend of 1.5 sen per ordinary share which was paid on 3 October 2023 to shareholders whose names appear on the Record of Depositors at the close of business on 14 September 2023.</p> <p>With regards to dividend payment, we remain committed to providing competitive returns to shareholders. Any dividend payment will be subject to:</p> <p>(a) profitability; (b) funding requirement (capital expenditure and investments); and (c) availability of cash flow.</p>
Q16	TAN KWONG MENG	Can the Management please share more intimately on the performance of Wow Shop? This is in view of the closure of Astro's Go Shop
A16		<p>Wowshop's revenue for the 18 months period ended 30 June 2023 of RM197.0 million was impacted by the return of in-store shopping options following the lifting of Covid-19 movement restrictions in April 2022 as well as intense competition from e-commerce and social commerce platforms.</p> <p>With regards to the performance and our plans for WOWSHOP, I have elaborated very comprehensively earlier in my response to a question raised by shareholder Lim Hock Sing, earlier.</p> <p>We intend to stay relevant with our audiences by increasing our investments in our commerce platforms including WOWSHOP.</p>

Q17	LEE MUN HOE	Any major corporate restructuring on the card? This is mainly due to listed share is non active and with poor trading volumes.
A17		<p>We have come to embrace change as an inherent part of our DNA, constantly rethinking how we work, generate value for our stakeholders and stay ahead of the curve.</p> <p>The road we are on requires constant reflection and resilience and we will adapt to these new realities.</p> <p>We thrive on adapting and innovating to stay ahead in this exciting and dynamic landscape.</p> <p>Any major developments will be shared with our valued shareholders. We will always look into what's best for all our stakeholders.</p>
Q18	LEE MUN HOE	Any major corporate restructuring on the card? This is mainly due to listed share is non active and with poor trading volumes.
A18		<p>We have come to embrace change as an inherent part of our DNA, constantly rethinking how we work, generate value for our stakeholders and stay ahead of the curve.</p> <p>The road we are on requires constant reflection and resilience and we will adapt to these new realities.</p> <p>We thrive on adapting and innovating to stay ahead in this exciting and dynamic landscape.</p> <p>Any major developments will be shared with our valued shareholders. We will always look into what's best for all our stakeholders.</p>
Q19	LEE MUN HOE	Any plan to close down non-profit radio station?
A19		<p>Our radio stations remain popular among listeners. Based on Nielsen Consumer and Media View for January — December 2022, Hot FM is now Malaysia's number one radio station with over 3.8 million weekly listeners and 4.8 million monthly listeners. This represents a 14% increase among individuals aged above 15 years old.</p> <p>The same survey reported that Fly FM is Malaysia's number two English radio station, having garnered over 2.24 million weekly listeners, representing a 13% growth from the previous year among individuals aged above 15 years.</p> <p>Our Media Prima Audio's strategy has enabled its brands to grow audiences on both traditional and digital platforms. We will continue venturing into AI as well as the conventional promotional efforts through on-ground experiences and use of influencers. The next 12 months will see MPA continuously raising the bar of producing great content, innovative ideas and solutions to be the best in the radio industry.</p>

Q20	LEE MUN HOE	If the company intends to expand wow shop via other media platforms such as Tik-Tok / Facebook live
A20		<p>Recognising the global trend of social commerce, we have expanded our presence into TikTok Shop to drive sales and tap into the purchasing power of a younger demographic.</p> <p>By showcasing our products on TikTok, we continue to evolve and adapt to the changing digital landscape, ensuring our continued success and growth in the market.</p> <p>TikTok is one of the areas where WOWSHOP has made steady progress, whether it is selling our own Le Nona products or affiliating with other brands to sell their products on WOWSHOP's channel.</p> <p>The TikTok landscape is highly competitive with thousands of sellers selling similar items hence it is taking a bit longer for WOWSHOP to establish a strong foothold on this platform. WOWSHOP is still in the process of implementing new strategies and we expect to see further progress as we head into the festive season of CNY and Raya.</p>
Q21	LEE MUN HOE	Any new business venture or acquisition in the upcoming year?
A21		<p>Mergers & Acquisitions are very much a part of Media Prima's DNA. Media Prima has grown to be the large integrated media group that we are today through Mergers & Acquisitions.</p> <p>We have always adopted a cautious and responsible approach in evaluating opportunities with the right strategic fit.</p> <p>Amongst the key considerations for us are the synergies - both financial and operating synergies, the strategic rationale behind the deal and of course the transaction intangibles which include data lists, trademarks, copyrights, and brand recognition.</p>
Q22	TAN CHEW BOON	I am long term shareholder on Media and making loses on it's investment. During MCO, we are depending on dividends to survive, but the company also can't even care on us and making loses. For years, we didn't receive dividends and this round was a history record to Media. BOD members are receiving fees annually and constantly, what kind of recovery steps to overcome the company situation now? Even MCO already released, Media seldom organize activities to assembly crown while increase its revenues. So why BOD want us to approve your directors fee?
A22		<p>In relation to your question on recovery steps, we have embarked on a strategic 3-Year business plan which focuses on three (3) strategic pillars (i) content boost (ii) inventories premiumisation and (iii) new revenue streams. I have presented this in my earlier presentation.</p> <p>Our aim is to drive business sustainability by leveraging our competitive advantages as a leading integrated media company.</p>

		<p>We believe these initiatives will establish the right foundation to deliver sustainable growth for Media Prima, and give the Group a competitive edge, secure high-value clients and projects, and achieve income diversification.</p> <p>The Board of Directors of Media Prima is committed towards achieving excellence in corporate governance and acknowledges that the prime responsibility for good corporate governance lies with the Board.</p> <p>The Board is fully committed to ensuring that the highest standards of corporate governance are practised throughout the Group as a fundamental part of discharging its responsibilities to create, protect and enhance shareholders' value.</p> <p>The payment of Directors' benefits comprise the allowances and other emoluments payable to the Chairman and members of the Board and Board Committees such as insurance and medical and other claimable benefits including reimbursable expenses incurred in the course of carrying out their duties as Company Directors.</p> <p>We have a high-caliber Board. The Board of Directors commands respect given their vast knowledge and business experience in various industries. With their combined in-depth experience, they are able to provide different perspectives, deeper insight and guidance on the Group's strategic directions.</p> <p>The Board of Directors detailed experience and background can be found on pages 88 to 91 of the Annual Report. The roles and responsibilities of the Board of Directors are detailed in the Board Charter, which is available on Media Prima's website at www.mediaprima.com.my.</p>
Q23	TAN HOCK BENG	How much is spent on this rpv, any idea physical AGM , also request a copy of your annual report 2023, thank you
A23		<p>The total cost for this fully virtual AGM is approximately RM40,000.00.</p> <p>The Virtual AGM is preferred by the Company due to its cost efficiency and the ability for international investors to participate from their respective locations.</p> <p>Please note that as per Article 17.4 of the Company's Constitution, the AGM can be held at multiple venues using any technology that allows member participation.</p> <p>Furthermore, Practice 13.3 of the Malaysian Code on Corporate Governance 2021 encourages the use of technology for voting, including absentee voting and remote shareholders' participation in general meetings.</p> <p>We take note of your request for the Annual Report. Thank you.</p>

Q24	LIM SAN KIM	No need female director unless they perform.
A24		The Company recognises the value of diversity, including gender diversity, in the boardroom and the workforce and encourages diversity in the Board's composition and throughout the organisation to ensure a broad range of skills and talents for effective business operation.
Q25	HO YUEH WENG	For our industry, with a stock price languishing way below its NTA is a clear sign of poor performance versus our Co's full potential; Do we know to what extent our competitors are affecting our performance, and are our efforts, strategies & New technology initiatives, etc. really able to keep our relevance in the market and to blunt & dominate over those of our competitors sustainably?
A25		<p>To correct shareholder Ho Yueh Weng, our Net Tangible Assets per share as at 30 June 2023 is approximately 25 sen, therefore our current share price of 42 sen is higher than our NTA.</p> <p>In relation to your question on competition, we face greater international competition from the likes of the Big Tech companies. This has affected our advertising revenue and the Group has taken measures to counter this, we remain focused on our 3-Year Plan.</p> <p>We are reaping the benefits of consolidating the Group's sales function under Omnia. Ultimately for us, the Omnia model allows us to unleash the true potential of a multi-platform media entity that is Media Prima.</p> <p>Through our sustainable business practices, robust first-party data collection, and recognition within industry awards, we continue to differentiate ourselves from our competitors. We remain committed to driving innovation, providing relevant content, and fostering strong partnerships, to maintain our competitive advantage in the ever evolving landscape.</p>