



Analyst Presentation

Financial and Business Review
for the First Quarter Ended 30 September 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



NEW
STRAITS TIMES

BH
BERSEKUTU

Metro

EKLK

galeri
PRIMA

KURNIA

UPD

TRC

GOTCHA

BTSJ

huffm

KOOL
101

molekfm

FLYFM

eight.

ASIO+

SAYS

OH BULANI

VIRAL
CHAM!

ROJAK
123!

SirapLima

SEISMIK

VOCKET

xtra

談

JUICE

Mashable
SOUTHEAST ASIA

IGN
SE ASIA

MYGAMEON

MyResipi

SPARK

EVER
ALI

ماليزيا
Salam
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.



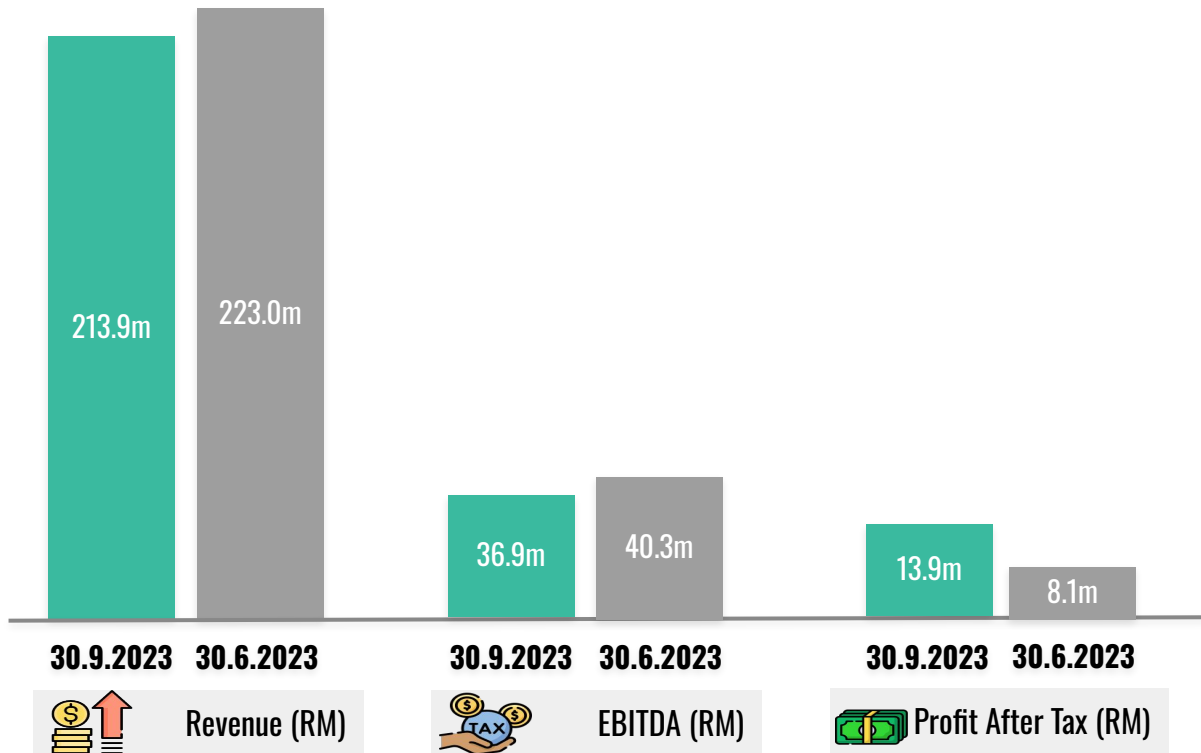
HOW DID WE DO?



MEDIA PRIMA REMAINS RESILIENT



Posts PAT of RM13.9 million



Despite facing challenging industry conditions and economic headwinds, the Group achieved a revenue of RM213.9 million in 1QFY24.

The Group's profit after tax increased by 73% to RM13.9 million against the immediate preceding quarter on the back of higher other operating income.

As announced by the Company on 25 August 2022, the financial year end of the Group was changed from 31 December to 30 June. Whilst there is no comparative financial information presented for the quarter ended 30 September 2023, the analysis in this slide is a comparison against the immediate preceding quarter ended 30 June 2023.

AD REVENUE REMAINS FAIRLY ON PAR



Reached RM174.7 million for the quarter ended 30 September 2023

REVENUE (RM '000)	QUARTER ENDED 30.9.2023 RM'000	QUARTER ENDED 30.6.2023 RM'000
Advertising Revenue	174,710	174,468
Newspaper Sales	6,238	6,870
Newspaper Printing and Distribution	4,248	3,952
Content Sales	5,782	10,041
Sale of home-shopping	20,057	25,011
Other Ancillary Revenue	2,888	2,667
TOTAL NET REVENUE	213,923	223,009

FINANCIAL PERFORMANCE BY SEGMENT



Media Prima's strong brands, extensive reach and innovative content continue to resonate with audiences and advertisers

(RM '000)	Omnia	Broadcasting	Out-of-Home	Publishing	Digital Media	Home Shopping	Corporate and Others	Elimination	Total
Net Revenue									
QUARTER ENDED 30.9.2023	174,306	98,043	31,746	32,048	24,418	20,538	37,876	(205,052)	213,923
PAT/(LAT)									
QUARTER ENDED 30.9.2023	635	9,650	1,219	12,751	1,828	(4,378)	27,270	(35,055)	13,920

- The Group's publishing business recorded a boost in advertising and printing revenue, leading to an 11% increase in total segment revenue in 1QFY24 against the immediate preceding quarter.
- Media Prima OMNiA and REV Media Group reported slight increases in revenue compared to the immediate preceding quarter.
- The Group's Out-of-Home business revenue was on-par compared to the immediate preceding quarter.
- Broadcasting recorded a slight revenue reduction due to lower non-advertising revenue.
- The reportable loss after tax for the Home Shopping segment includes intersegment charges incurred for television broadcasting fees. Excluding the intersegment charges, the Home Shopping segment reported a loss after tax of RM3.1 million for the financial period ended 30 September 2023.

EXCELLENCE IN BROADCASTING

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

>44% Total Audience Share



38.2% Malay 4+ Audience Share



54.2% Chinese 4+ Audience Share



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

TRUSTED NEWS, BEST LOCAL ENTERTAINMENT

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



3.6m viewers



2.5m viewers



1.1m viewers



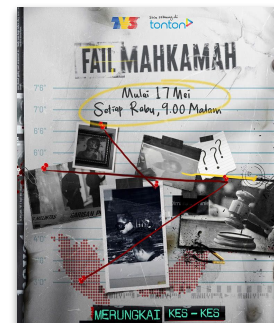
3.3m viewers



2m viewers



1.8m viewers



1.8m viewers



900k viewers

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

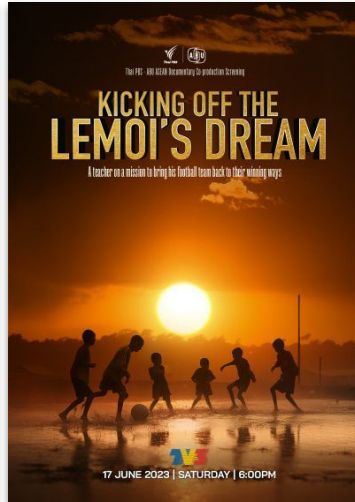


CONTENT PARTNERSHIPS

Co-production with notable broadcasters in the Asia region



16 September 2023



17 June 2023



29 October 2023

A FRESH NEW LOOK FOR TONTON

27% growth in registered users and 46% growth in live television viewership for the quarter ended 30 September 2023



Tonton Original: Seindah Kasih

TOPPING THE AIRWAVES



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

>5.5M

weekly listeners

>4.5M

monthly listeners



Source:

Nielsen Consumer & Media View (CMV), Jul 2022 - Jun 2023

Combined data from Radioactive, Whooshkaa, YouTube

hotfm

KOOL 101

molekfm

FLYFM

eight.fm

AUDIO+

TOPPING THE AIRWAVES

Media Prima Audio's AI Developments



FLY FM introduced five AI DJs for a one day station takeover. The brand gave listeners as well the opportunity to have their voices cloned using AI to host shows on the station.

HOT FM launched the first malay AI DJ in the country paired up with our announcer on the night show.

BEYOND PRINT

Strengthened content offerings by adopting a “Digital First” approach



NEW
STRAITS TIMES



+PRINTING FOR OTHER PUBLICATIONS

4.2
million



3.7
million



2.2
million

NEW
STRAITS TIMES

Online news portals myMetro (hmetro.com.my) and BH Online (bharian.com.my) ranked as the **most read online news portals** in Malaysia with 4.2 million and 3.7 million average monthly unique visitors respectively as at September 2023.

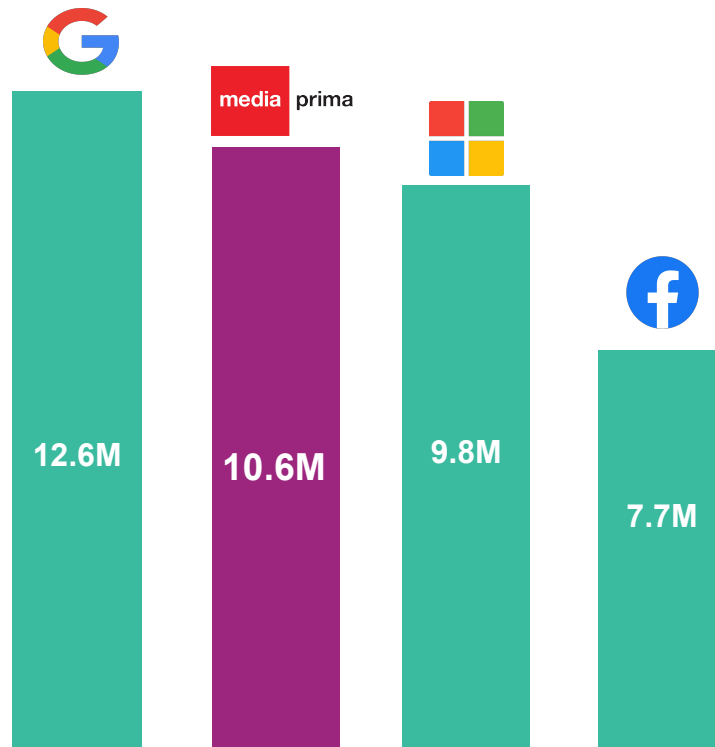
REV'S DIGITAL DOMINANCE

Malaysia's Leading Digital Publisher

#2 Multiplatform in Malaysia

Represents over **30**
top authority brands

REV ID
New technology



#1 Choice for mobile content ahead of Google and Facebook

9.4m
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 GOTCHA UPD BT SJ

33

DIGITAL
SITES

102

DIGITAL
SCREEN PANELS



Anamorphic Cubig at KLCC



Lumi Cube Pillar at SPRINT

A NEW WOW FOR WOWSHOP

Expanded new revenue streams

Defend core TV commercial business

wowshop

>3.4M

Registered Customers

30K

Diverse range
of items



Strengthen digital presence via e-commerce



E-commerce & Mobile
Commerce Contribution

4.1M

Visitors

Launched TIK TOK in Jan 23

>35%

Increase in followers
for quarter ended 30
September 2023



To drive sales from younger demographic

New Products



FG Walet Bird's Nest



Thomson Gingko

Elulai Skincare

Developing IPs



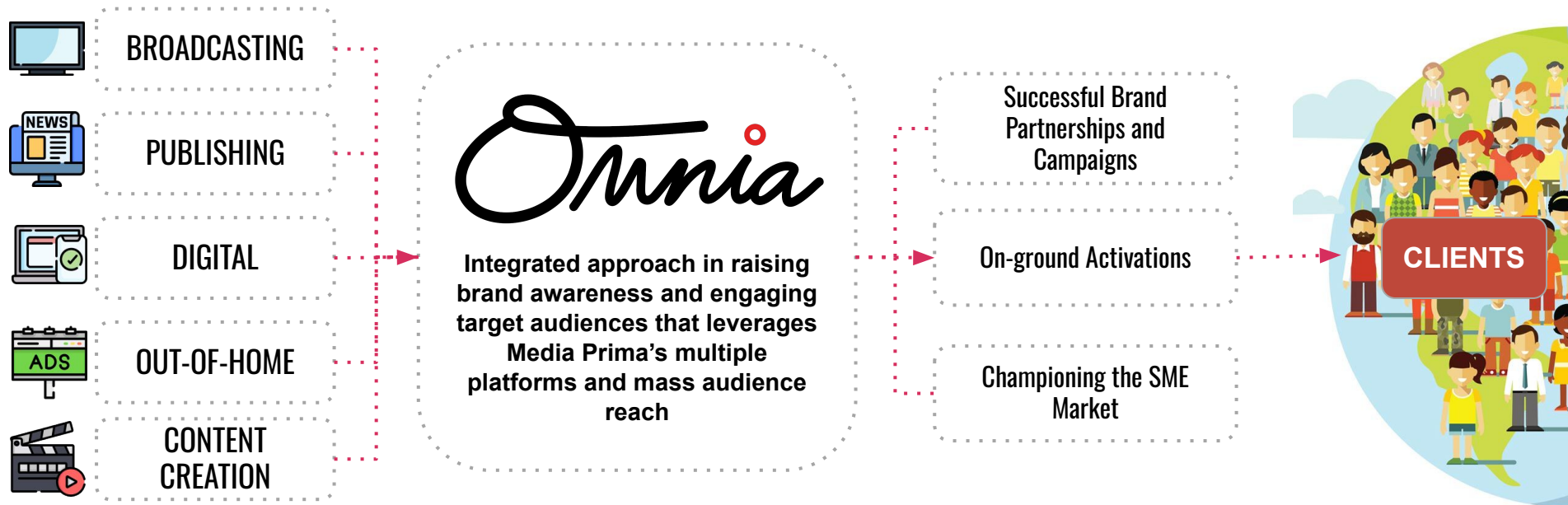
Le Nona Rose Collection



Le Nona Lily Collection

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



OUR SUSTAINABILITY STRATEGY

Commitment to good governance



Our focus has been on:

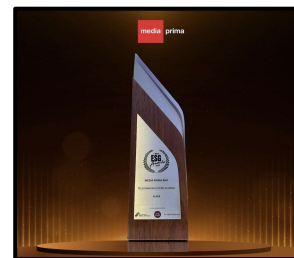
Enriching Lives Through Informative, Entertaining Media Content
Raising Awareness on Improvement of Society, Nation and Climate Change
Supporting Communities and Local Businesses

OUR OVERALL COMMITMENT TO BEING A RESPONSIBLE MEDIA COMPANY

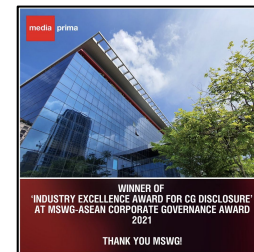
Industry Recognition



'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

COMMITTED TO BEING A GOOD CORPORATE CITIZEN

Key social impact in the current quarter ended 30 September 2023

Provisions for Assistance:

Medical Related: **RM445k (8 Beneficiaries)**

Poverty/Hardship Related: **RM254k (34 Beneficiaries)**

Tabung Bencana NSTP-Media Prima

- Preparation for flood season - purchase of survival kit for flood victims as first response to the flood disaster which is expected to happen in the upcoming monsoon season. The survival kit consists of torchlight, emergency blanket, first aid kit, sanitary pad, oral hygiene essentials etc.

** The above was funded via public donations through the Media Prima - NSTP Humanitarian Fund*



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

APPENDIX



QUARTER ENDED 30 SEPTEMBER 2023

Statement of Comprehensive Income

RM'000

Net revenue

Operating expenses

Other operating income

EBITDA

Depreciation of right-of-use assets

Other depreciation

Amortisation of intangible assets

Finance income

Finance cost on lease liabilities

Finance cost on financial liabilities

Share of results of associates

Profit before tax

Taxation

Profit after tax

- Profit attributed to owners of the Company

- Profit attributed to non-controlling interests

Quarter ended
30.9.2023

213,923

(186,022)

8,951

36,852

(9,589)

(8,469)

(245)

2,729

(1,506)

(2,257)

15

17,530

(3,610)

13,920

14,056

(136)

13,920

EBITDA Margin

17%

PAT Margin

6.5%

Key Highlights

The revenue for the current quarter ended 30 September 2023 of RM213.9 million was on the back of the challenging business environment and softer advertising market conditions.

Despite the challenges, the Group remained resilient and posted encouraging results.

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.