



Analyst Presentation

Financial and Business Review
for the Second Quarter Ended 31 December 2023



media prima

Omnia

media prima

RANGKAIAN
TELEVISYEN

NSTP
media prima company

BIG TREE

media prima audio

REV
MEDIA GROUP

TV3

9

8
八度空间

7
ntv

tonton

wowshop

primeworks
studios

alternate
RECORDS & TALENTS

PRINT
MEDIA

NEW
STRAITS TIMES

BH
BERSEKUTU

Metro

KLIK

galeri
PRIMA

KURNIA
KURNIA

UPD

TRC

GOTCHA

BT SJ

huffm

KOOL
101

molekfm

FLY FM

eight.

AUDIO+

SAYS

BULANI

Sirap Limau

VIRAL
CHAM!

ROJAK

谈

SEISMIK

JUICE

Mashable
SOUTHEAST ASIA

IGN
S.E. ASIA

xtra

MyResipi

SPARK

Waktu Solat
Malaysia

ELIEN
ALI

audience+

Malaysia's leading and largest fully-integrated media company

DISCLAIMER

This presentation may contain forward-looking statements which are based on Media Prima Berhad's ("MPB") current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified by forward-looking words like "would", "intend", "hope", "will", "may", "should", "expect", "anticipate", "believe", "estimate", "predict", "continue", or similar words.

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

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

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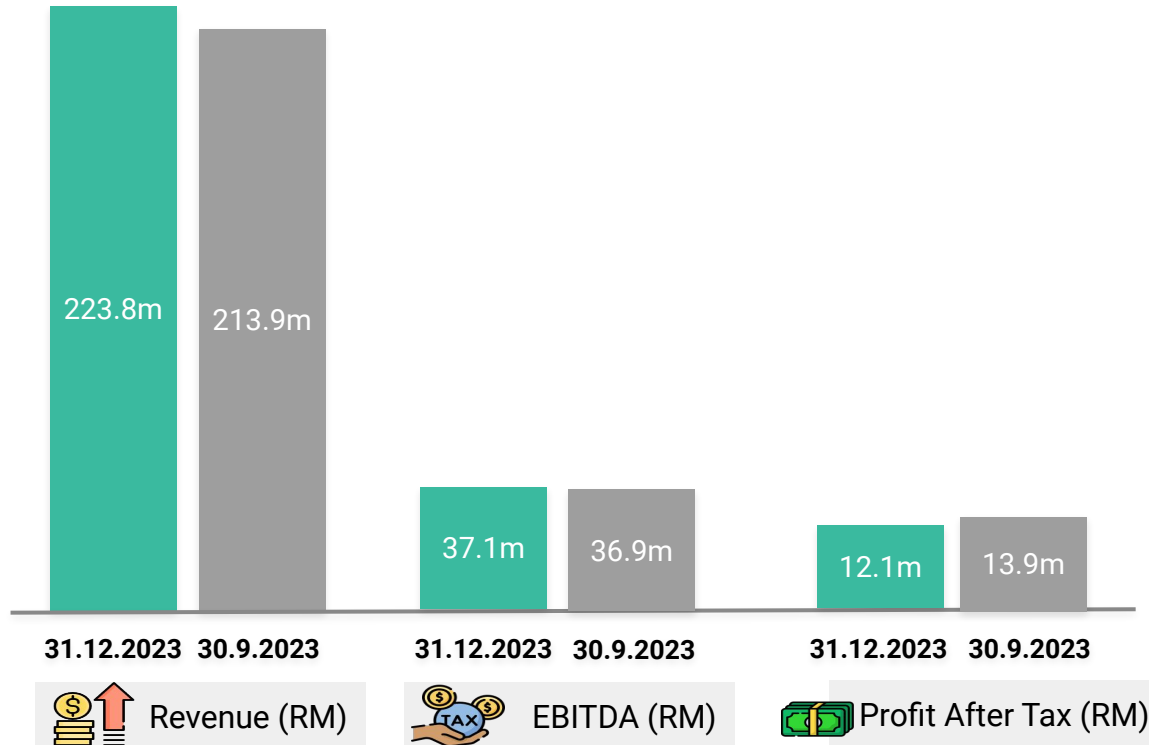
HOW DID WE DO?



MEDIA PRIMA RECORDS PROFITS



Amid Industry Challenges



The Group's revenue for Q2 ended 31 December 2023 grew by 5% to RM223.8 million against the immediate preceding quarter ended 30 September 2023. The growth was driven mainly by higher advertising revenue during the current quarter.

The Group's PBT slightly increased by 2% against the immediate preceding quarter. PAT was nevertheless lower against the immediate preceding quarter as a result of higher tax expenses in the current quarter.

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 31 December 2023, the analysis in this slide is a comparison against the immediate preceding quarter ended 30 September 2023.

GROUP REVENUE INCREASED BY 5%



Driven by an increase in Advertising Revenue

REVENUE (RM '000)	QUARTER ENDED 31.12.2023 RM'000	QUARTER ENDED 30.9.2023 RM'000
Advertising Revenue	187,557	174,710
Newspaper Sales	6,599	6,238
Newspaper Printing and Distribution	3,883	4,248
Content Sales	3,184	5,782
Sale of home-shopping goods	20,196	20,057
Ancillary and non-media	2,354	2,888
TOTAL NET REVENUE	223,773	213,923

FINANCIAL PERFORMANCE BY SEGMENT



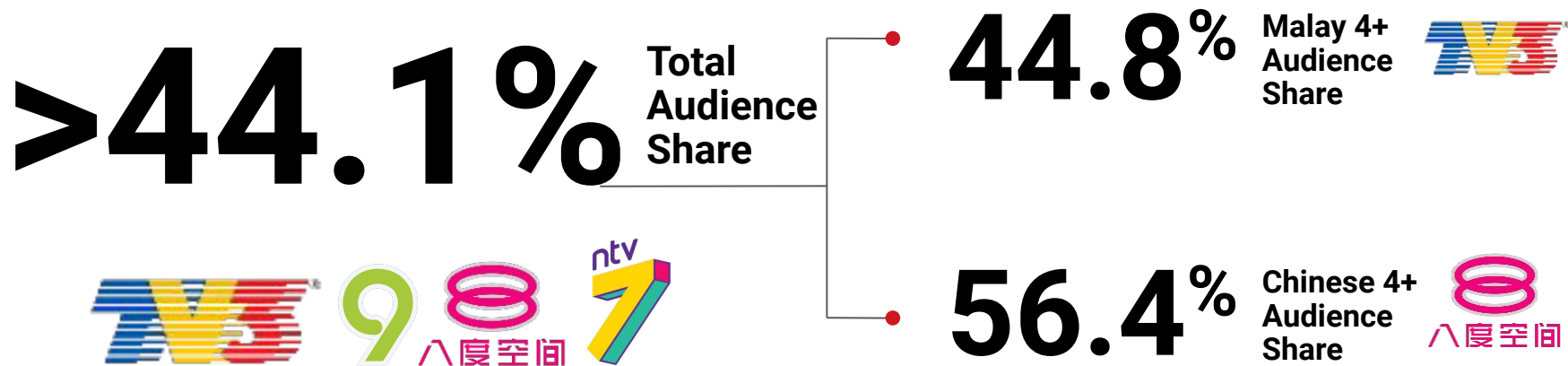
Media Prima's strong brands, extensive reach and innovative content continue to engage with audiences and advertisers

(RM '000)	Omnia	Broadcasting	Out-of-Home	Publishing	Digital Media	Home Shopping	Corporate and Others	Elimination	Total
Net Revenue									
PERIOD ENDED 31.12.2023	361,549	200,179	65,857	62,813	51,358	41,139	52,758	(397,957)	437,696
PAT/(LAT)									
PERIOD ENDED 31.12.2023	1,329	19,286	4,706	19,381	3,812	(7,784)	31,318	(46,033)	26,015

- The Group's Digital Media recorded a 10% growth compared to the immediate preceding quarter due to higher digital advertising campaigns during the quarter.
- OMNiA's revenue saw a 7% growth attributed to improved advertising revenue on the Group's broadcasting, out-of-home and digital platforms.
- Out-of-Home's business improved demand for display advertising on static and digital assets during the current quarter led to a 7% increase in segment revenue.
- Broadcasting's segment revenue increased by 4% due to higher television and radio advertising revenue in the current quarter, offsetting the lower content distribution revenue.
- Home Shopping revenue remained fairly on par with the immediate preceding amid the challenging market conditions in the consumer shopping space.
- Publishing revenue in the current quarter decreased by 4% partly due to lower newspaper advertising revenue in the current quarter.

EXCELLENCE IN BROADCASTING

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



Source: Nielsen Audience Measurement (1 January to 31 December 2023)

TRUSTED NEWS, BEST LOCAL ENTERTAINMENT

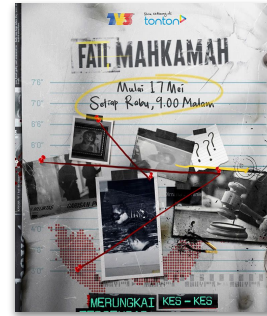
From award-winning dramas and documentaries, to popular reality shows and news programmes



3.7m viewers



3.3m viewers



3.1m viewers



1.5m viewers



1.3m viewers



1.0m viewers



993k viewers



900k viewers

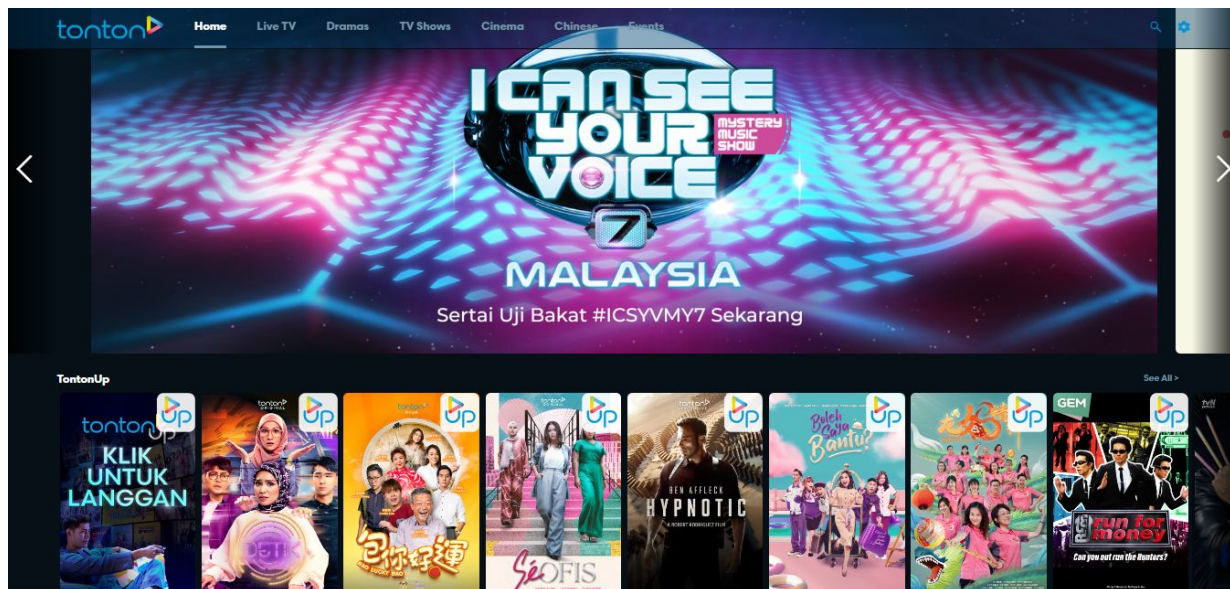
WE PRODUCE GREAT LOCAL CONTENT

Prioritising content for our streaming platform, TONTON whilst evaluating content deals for other streaming services



STAYING RELEVANT WITH OUR AUDIENCES VIA TONTON

58.8% growth in live television viewership for the quarter ended 31 December 2023



tonton



Tonton Original: Cik Lang Swe

TOPPING THE AIRWAVES

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

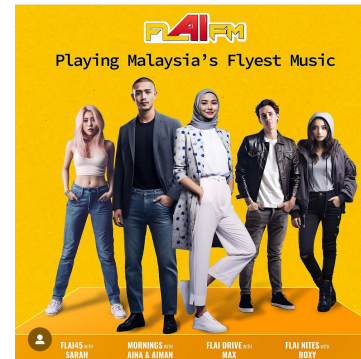


>5.5M

weekly listeners
(as at 30 June 2023)

>6.5M

monthly listeners
(as at 30 June 2023)



hotfm

KOOL 101

molekfm

FLY FM

eight FM

audio+

Source:

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

Combined data from Radioactive, Whooshkaa, YouTube

BEYOND PRINT

Strengthened content offerings by adopting a “Digital First” approach



4.2
million



3.9
million



2.0
million

NEW
STRAITS TIMES

NEW
STRAITS TIMES

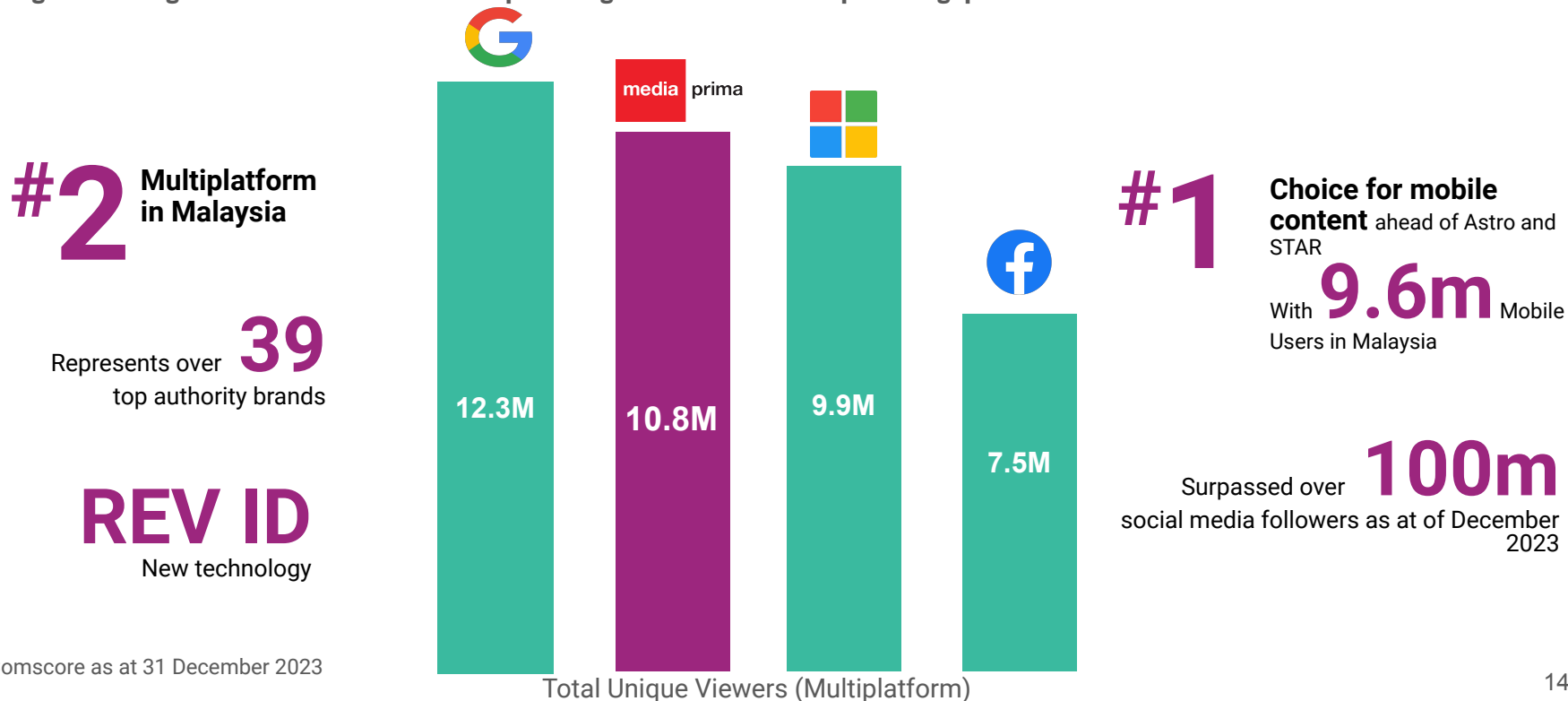


+PRINTING FOR OTHER PUBLICATIONS

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 3.9 million average monthly unique visitors respectively as at December 2023.

MALAYSIA'S LEADING DIGITAL PUBLISHER

Driving a revenue growth of 10% in the current quarter against the immediate preceding quarter



RISING DEMAND FOR OUT-OF-HOME ADVERTISING

Launched new digital sites during the quarter ended 31 December 2023

BIG TREE

TRC

KURNIA

GOTCHA

UPD

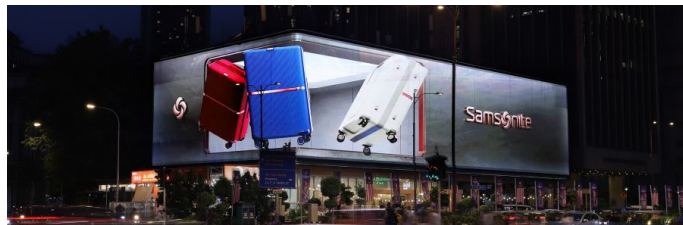
BTSJ

35

DIGITAL SITES

108

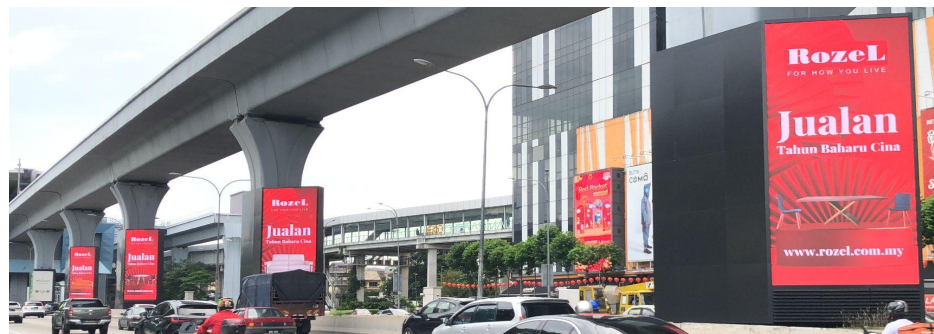
DIGITAL SCREEN PANELS



Anamorphic Cubig at KLCC



The newly launched Digital Tower Series site at Persiaran Surian



The newly launched Digital Tower Series site at Jalan Cheras

A NEW WOW FOR WOWSHOP

Expanded new revenue streams

Defend core TV commercial business

wowshop

>3.45M

Registered Customers

30K

Diverse range of items



Strengthen digital presence via e-commerce



E-commerce & Mobile Commerce Contribution

5.4M

Visitors

Launched TIK TOK in Jan 23

>21%

Increase in followers for quarter ended 31 December 2023



To drive sales from younger demographic

New Products

Le Nona French Lily Tableware Set



Kinohimitsu Bird's Nest American Ginseng

FG Walet Bird's Nest Drink With Honey



Developing IPs



Le Nona product

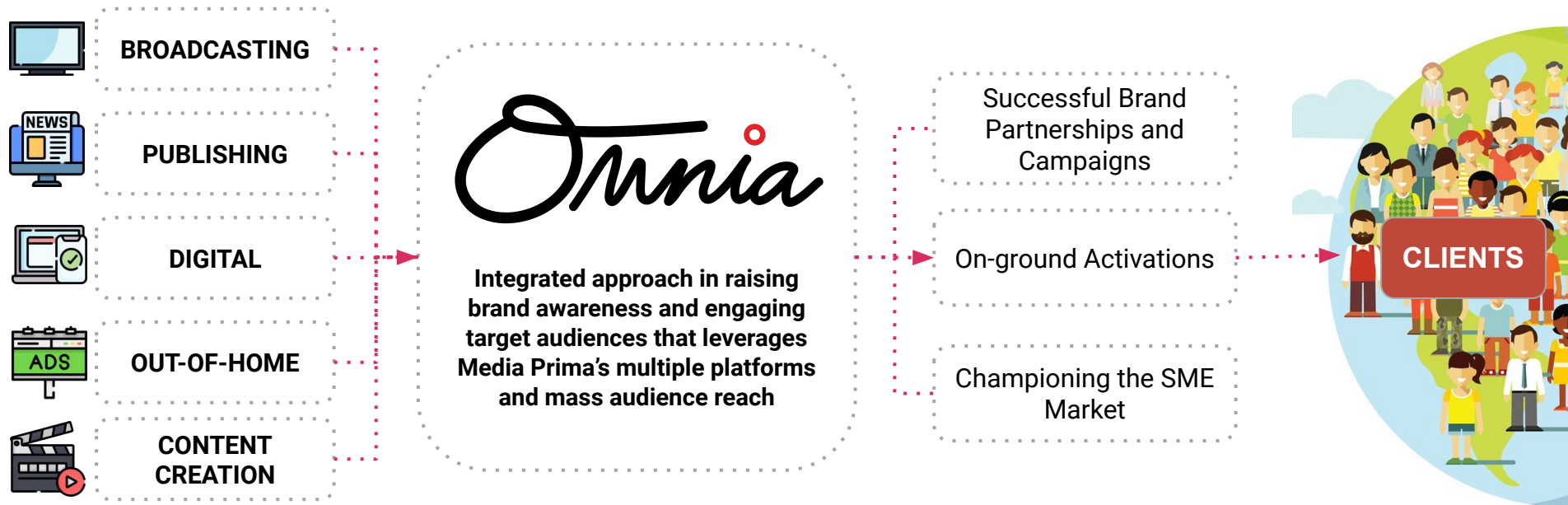
Le Nona Bedsheet Set



Le Nona Tableware Set v3.0

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



MEDIA PRIMA: ALIGNMENT OF OUR MATERIAL MATTERS TO UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Material Matters

ECONOMIC

M1 Digitilisation

M2 Economic Performance

M3 Content Management

M4 Nation-building

M5 Sustainable Procurement

GOVERNANCE

M15 Customer Privacy and Information Security

M16 Regulatory Compliance

M17 Responsible Content and Advertising



ENVIRONMENTAL

M6 Environmental Resource Management

M7 Energy and Climate Change

SOCIAL

M8 Talent Management

M9 Quality and Customer Satisfaction

M10 Diversity, Equal Opportunity and Non-discrimination

M11 Human Rights

M12 Supporting Communities

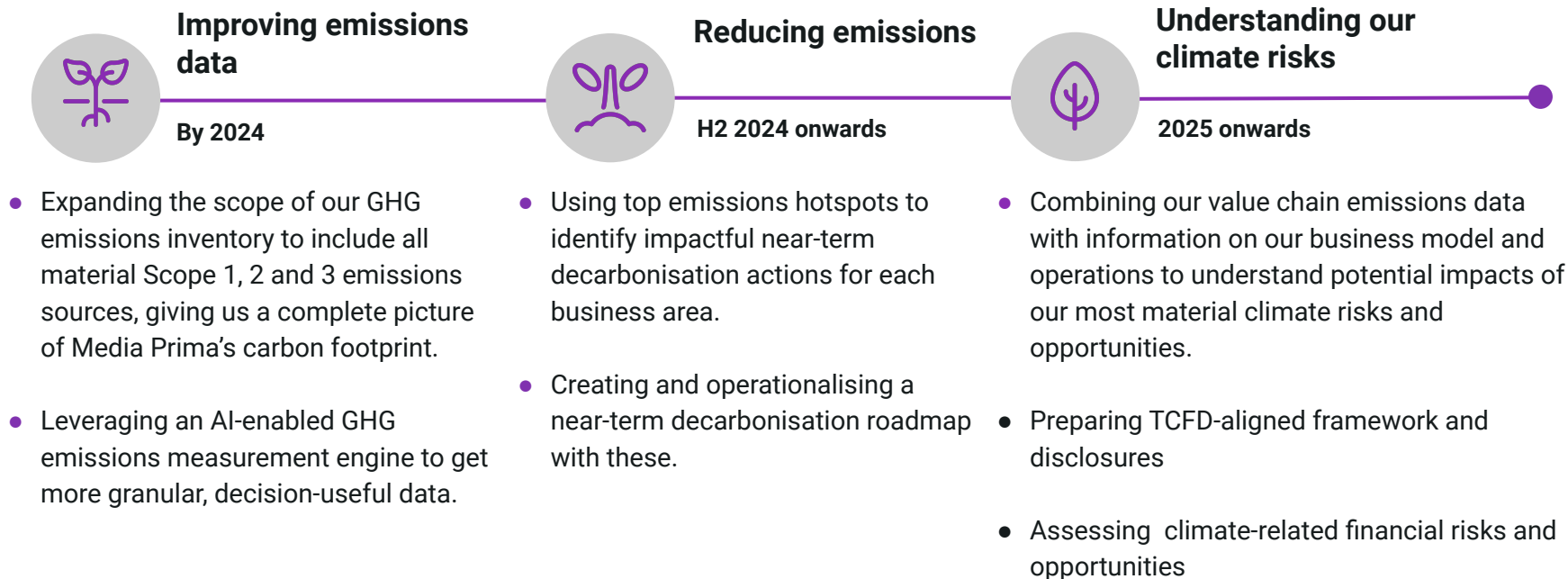
M13 Local Hiring

M14 Protecting Workers



STRENGTHENING MEDIA PRIMA'S EMISSIONS DATA AND DECARBONISATION STRATEGY TO IDENTIFY AND MANAGE CLIMATE RISKS

We are expanding the scope of our emissions reporting, pinpointing our emissions hotspots and developing a near-term decarbonisation roadmap. These outcomes will inform our first climate risk assessment and TCFD report in 2025-26.



KEY SOCIAL IMPACT IN THE CURRENT QUARTER ENDED 31 DECEMBER 2023

Media Prima continued its commitment to social responsibility through various initiatives

Provisions for Assistance:

Medical Related: **RM65k (2 Beneficiaries)**

Poverty/Hardship Related: **RM840k (105 Beneficiaries)**

Tabung Kemanusiaan Palestin Media Prima

- Disbursement of public funds from Tabung Kemanusiaan Palestin Media Prima to 3 reputable NGOs for humanitarian missions in Palestine amounting to RM1.9 mil during the quarter ended 31 December 2023.

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



ADVANCING



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



6M ENDED 31 DECEMBER 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*6M ended
31.12.2023**437,696**

(377,982)

14,222

73,936

(19,124)

(16,939)

(541)

5,624

(2,889)

(4,734)

29

35,362

(9,347)

26,015

24,769

1,246

26,015**EBITDA Margin**

17%

PAT Margin

6%

Key Highlights

The Group recorded a revenue of RM437.7 million for the period ended 31 December 2023. Advertising and home shopping revenue during the period were affected by the soft consumer sentiment and inflationary pressures.

Despite the challenging market conditions, the Group posted a profit after tax for the period ended 31 December 2023 of RM26.0 million on the back of cost and operational efficiencies coupled with higher other operating income.

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.