

our profile



Media Prima Berhad (Media Prima), the leading integrated media investment group in Malaysia, was listed on the Main Board of Bursa Malaysia (the Malaysian Stock Exchange) on 22 October 2003.

The Group has a diversified interest in both the electronic (TV and radio) and print media apart from content development, event management and outdoor advertising.

Media Prima's origins date back to 1983 when shareholders of The New Straits Times Press (Malaysia) Berhad (NSTP) launched TV3, the nation's first private TV network, in June 1984. TV3 subsequently went public in April 1988 and was placed together with NSTP under the holding of Malaysian Resources Corporation Berhad (MRCB). These media assets were unbundled and established under a separate holding company, Media Prima, in September 2003.

The year 2004 welcomed the incorporation of 8TV into Media Prima's portfolio while the following year saw the acquisitions of two more TV networks, ntv7 and TV9, thus consolidating the Group's leadership in the broadcast industry and bringing the total to four free-to-air TV networks in Malaysia.

Media Prima also has interests outside Malaysia and the 1997 venture in TV3 Ghana, which has since emerged as Ghana's preferred free-to-air TV network, has proven to be a strategic expansion of its media assets. Besides the TV networks, it also has a 43 per cent equity interest in NSTP, one of Malaysia's largest publishing groups that publishes leading newspaper titles such as the New Straits Times, Berita Harian and Harian Metro.

The Group also owns two radio networks, Fly FM and Hot FM. Media Prima acquired Perintis Layar Sdn. Bhd., the holding company of Max-Airplay Sdn. Bhd. (Max) on 29 April 2005. Max has been awarded the right to manage, operate and maintain a radio station by Malaysia Airports (Sepang) Sdn. Bhd. Having made a record of sorts by becoming the first radio station in the world to be located in an airport when it began broadcasting in October 2005, Fly FM is fast becoming a real hit among its target listeners with its tagline, *"It's All About the Music"*. As Malaysia's fastest growing English radio station with a reach of 378,000 plus a potential market of 25 million passenger arrivals at Kuala Lumpur International Airport (KLIA), Fly FM is now ranked No.2 English radio station for the under 30's demographic.

On Fly FM, advertisements are fresh, less cluttered and targeted to the right audience through lifestyle-driven personalities. Fly FM provides an integrated marketing plan with other Media Prima group's channels to maximise clients' reach and frequency, with options to focus on spot buy campaigns, venturing into a creative sales promo with the station plus other media such as SMS, website and on-ground daily promotions team by its "Fly FM Troopers".

Synchrosound Studio Sdn. Bhd., the license owner of Hot FM was acquired by Media Prima on 30 December 2005.

Hot FM is the fastest growing local Malay radio station, having captured 2.9 million listeners within eight weeks of its launch on 1 February 2006. Aimed at young urban Malay listeners with a tagline *"Lebih Hangat Daripada Biasa"* (Hotter than Usual), Hot FM is now rated Malaysia's overall No.2 radio network – an impressive track record achieved within two months of its debut on the airwaves. As the second radio station within the Media Prima group and operating within the group's broadcasting heart, Sri Pentas, Hot FM is able to offer creative and integrated marketing solutions with other electronic and print media to maximise clients' reach and frequency. Cross-promotional activities include SMS, website and on-ground daily promotions team (Hot FM Zoomerz) can also be extended to other channels.

Media Prima has also extended its wing into the new media realm with the launch of the online portal, gua.com.my on 11 September 2007. The online portal which name translates into 'I' or 'cave' in English, provides internet users with the latest scoop on happenings in the entertainment world, both local and international, and has achieved 1 million hits in its first month. Having gained entry into the Malaysia Book of Records for the country's first online drama series *Kerana Karina* which was produced in partnership with Grand Brilliance Sdn. Bhd., on its three-month anniversary, 'Gua' places itself as one of the country's leading online entertainment portal. The web drama recorded a startling 520,000 views since it first went online on 29 November 2007, surpassing the initial estimate of 10, 000 views. By year end, 'Gua' had received 12 million page views.

The group has also launched the country's first third generation (3G) mobile television service under the new media project which serves as a channel for users to view programmes from television networks, TV3, ntv7, 8TV and TV9 on their 3G-enabled mobile devices at affordable rates.

Other cross media interests of Media Prima include content creation (Grand Brilliance Sdn. Bhd.), events management (Big Events Sdn. Bhd.) and outdoor advertising (Big Tree Outdoor Sdn. Bhd., UPD Sdn. Bhd. and The Right Channel Sdn. Bhd.).

Media Prima's media platform offer unparalleled and cost-efficient reach to advertisers, seeking to target different market segments. Collectively, Media Prima's media assets currently reach close to 21 million Malaysians daily, including 11.2 million television viewers, 6.8 million newspaper readers and 4.3 million radio listeners.

TV3 continues to be the station of choice for all Malaysians, claiming a 33% share of viewers nationwide in 2007. TV9 which was only launched in May 2006 recorded its maiden profit from operations for the year, after breaking even only after 16 months of operation.

NSTP has also made significant inroads in the print media. The New Straits Times continues to improve after going fully compact in April 2005, enabling it to achieve an eight per cent increase in sales in 2005. Berita Harian has emerged as the No. 1 Bahasa Malaysia newspaper while Harian Metro is now the leading Bahasa Malaysia tabloid.

corporate information

BOARD OF DIRECTORS

Dato' Abdul Mutalib Bin
Datuk Seri Mohamed Razak*
Chairman

Abdul Rahman Bin Ahmad
Group Managing Director /
Chief Executive Officer

Shahril Ridza Bin Ridzuan

Dato' Dr Mohd Shahari Bin Ahmad Jabar*

Tan Sri Lee Lam Thye*

Dato' Sri Ahmad Farid Bin Ridzuan

Datuk Hj Kamarulzaman Bin Hj Zainal

Dato' Seri Mohamed Jawhar*

Dato' Abdul Kadir Bin Mohd Deen*

* Independent Non-Executive Director

AUDIT COMMITTEE MEMBERS

Dato' Dr Mohd Shahari Bin Ahmad Jabar*
Chairman

Dato' Abdul Mutalib Bin Datuk Seri
Mohamed Razak*

Tan Sri Lee Lam Thye*

Abdul Rahman Bin Ahmad

Dato' Seri Mohamed Jawhar*

COMPANY SECRETARIES

Roselinda Binti Hashim (LS0008976)
Jessica Tan Say Choon (MAICSA7057849)

REGISTERED OFFICE

Media Prima Berhad
Sri Pentas
No 3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan
Tel : 03 7726 6333
Fax : 03 7728 0787

REGISTRAR

Symphony Share Registrars Sdn. Bhd.
Level 26, Menara Multi Purpose
Capital Square
No 8, Jalan Munshi Abdullah
50100 Kuala Lumpur
Tel : 03 2721 2222
Fax : 03 2721 2530 / 31

AUDITORS

PricewaterhouseCoopers
Level 10, 1 Sentral Jalan Travers
Kuala Lumpur Sentral
P. O. Box 10192
50706 Kuala Lumpur
Tel : 03 2173 1188
Fax: 03 2173 1288

SOLICITORS

M/s Arifin & Partners
Advocates & Solicitors
Unit A3-8, Block A
Megan Phileo Promenade
189, Jalan Tun Razak
50400 Kuala Lumpur
Tel : 03 2162 0499
Fax: 03 2162 0490

M/s Zaid Ibrahim & Co
Advocates & Solicitors
Level 19, Menara Milenium
Pusat Bandar Damansara
50490 Kuala Lumpur
Tel : 03 2087 9999
Fax: 03 2094 4888

M/s TH Liew & Partners
Advocates & Solicitors
Suite PH1, Penthouse Level
Wisma UOA Pantai
No. 11, Jalan Pantai Jaya (Jalan 4/83A)
59200 Kuala Lumpur
Tel : 03 2241 9000
Fax: 03 2241 9001

M/s Mazlan & Associates
Advocates & Solicitors
Level 3A Wisma E & C
2 Lorong Dungun Kiri
Damansara Heights
50490 Kuala Lumpur
Tel : 03 2715 8802
Fax: 03 2715 8801

BANKER

Malayan Banking Berhad
No 2, Lorong Rahim Kajai 14
Taman Tun Dr Ismail
60000 Kuala Lumpur
Tel : 03 7727 9459
Fax: 03 7729 2770

MEDIA PRIMA BERHAD

Abdul Rahman Bin Ahmad
Group Managing Director /
Chief Executive Officer

Dato' Sri Ahmad Farid Bin Ridzuan
Group Chief Executive Officer,
Television Networks

Dato' Amrin Bin Awaluddin
Group Advisor

Datuk Hj Kamarulzaman Bin Hj Zainal
Group Director, News & Current Affairs,
Television Networks

Amil Izham Bin Hamzah
Group Chief Financial Officer

corporate information cont'd

Badariah Binti Jalil
Group General Manager, Corporate Affairs

Zuraidah Binti Atan
Group Chief Technology Officer

Iskandar Sham Bin Abd Rasap
Group General Manager, Finance

Peter Chin Chee Min
Group Creative Director &
General Manager, Creative Services
Television Networks

Sere Mohammad Bin Mohd Kasim
Group General Manager, Corporate
Governance & Risk Management

Roselinda Binti Hashim
Company Secretary /
Group General Manager,
Legal & Secretarial

Laili Hanim Binti Mahmood
Group General Manager,
Regulatory Affairs
Television Networks

Eliza Binti Mohamed
General Manager, Communications

Shareen Ooi Bee Hong
Group General Manager, Client Services
Television Networks

Tan Kwong Meng
Group General Manager, Engineering
Television Networks

Tuan Hj Zulkifli Bin Hj Mohd Salleh
Group General Manager,
Business Development
Television Networks

Abdul Rashid Bin Malik Khushi Muhammad
Group General Manager,
Airtime Management Group
Television Networks

Mohamad Azri Bin Abdul
General Manager, Client Services
Television Networks

Nor Arzlin Binti Redzwan
General Manager,
Human Resources Management
Television Networks

Cheah Cheng Imm
General Manager,
Acquisition & Content Management
Television Networks

Marzina Binti Ahmad
Manager, Research
Television Networks

Nyarose Binti Mohd Jaafar
Manager, Management Services
Television Networks

SISTEM TELEVISYEN MALAYSIA BERHAD

Dato' Sri Ahmad Farid Bin Ridzuan
Chief Executive Officer

Dato' Anthony @ Firdaus Bujang
Director of Operations

Farisha Binti Pawanteh
General Manager
Brand Management Group

Azhar Bin Borhan
General Manager
Entertainment, Sports & Recreational

Lennon Lim Yen Leong
General Manager, Production,
Entertainment, Sports & Recreational

Shaharudin Bin Abd Latif
General Manager
New & Current Affairs

Wee Your Lee
General Manager, News Gathering
New & Current Affairs

Nurul Aini Binti Abu Bakar
General Manager, Mass Market
Brand Management Group

Ahmad Kamaludin Bin Zaba'ai
General Manager
Magazine, Documentary & Family

Badariah Binti Jalil
General Manager, Corporate
Communications

NATSEVEN TV SDN. BHD.

Dato' Amrin Bin Awaluddin
Chief Executive Officer

Shariman Bin Zainal Abidin
General Manager,
Airtime Management Group

Dr Ahmad Zaki Bin Mohd Salleh
General Manager,
Engineering & Information Technology

Mohsin Bin Abdullah
Editor-in-Chief, News

Sofwan Bin Mahmood
Deputy Editor-in-Chief, News

Kamarul Zamli Bin Ramly
Manager, Content Creation Group

Sarvant Kaur a/p Bulvant Singh
Manager, Brand Communications
& Publicity

Jeannie Leong Lee Eu
Manager, Business Development &
Marketing Communications

Alwi Yusni Bin Yahya
Manager, Human Resources &
Management Services

Mohamad Anizan Bin Sariff
Manager, Chief Executive Officer's Office

METROPOLITAN TV SDN. BHD.

Ahmad Izham Bin Omar
Chief Executive Officer

Lam Swee Kim
General Manager
Business Development, Marketing &
Communications

Nur Airin Binti Zainul
General Manager
Brand Management

Sunil Kumar
Head, Technical Production &
Special Projects

Mas Ayu Binti Ali
Head, Content Creation Group

CH-9 MEDIA SDN. BHD.

Bukhari Bin Che Muda
Chief Operating Officer

Sa'adullah Bin Che Noor
Executive Editor, News

Farah Ezrin Binti Mohd Rashidi
General Manager, Brand Management &
Special Projects

Siti Aishah Binti Abu Bakar
Manager, Business Development &
Marketing Communications

Che Wan Alias Bin Abdullah
Manager, Educational Programmes

Nuraeshah Binti Malik
Manager, Magazine Programmes

GRAND BRILLIANCE SDN. BHD.

Ahmad Puad Bin Onah
General Manager

Tengku Iesta Bin Tengku Alauddin
Financial Controller

Ahmad Fadzil Bin Abdul Manap
Manager, Film Distribution & Media Sales

Jalena Binti Rejab
Manager, Drama Production

Rosihan Zain Bin Baharudin
Manager, Film Production

**SYNCHRO SOUND STUDIO SDN. BHD. /
MAX-AIRPLAY SDN. BHD.**

Ahmad Izham Bin Omar
Head, Radio Networks

Seelan Paul
General Manager, Radio Networks

Zurina Binti Othman
Manager, Brand & Promotions

Alfred Juan Anthony
Network Senior Sales Manager

Mohd Akhmal Bin Andak
Network Engineering Manager

ALT MEDIA SDN. BHD.

Mohd Zulkifli Bin Abd Jalil
General Manager, Lifestyle Portals/
Head of Content Creation

Paul Moss
General Manager, Network Media Portals

Roy Navonil Subrata
Group General Manager,
Marketing & Strategy

BIG TREE OUTDOOR SDN. BHD.

Suridah Binti Jalaluddin
Chief Executive Officer

Mohammad Azlan Bin Abdullah
Chief Operating Officer

TV3 NETWORKS LIMITED

Syed Zaidi Bin Syed Ahmad Akil
Chief Executive Officer

Suhaimi Bin Sheikh Muhamad
Chief Operating Officer

**THE NEW STRAITS TIMES PRESS
(MALAYSIA) BERHAD**

Dato' Syed Faisal Albar Bin A.R Albar
Chief Executive Officer

Dato' Hishamuddin Bin Aun
Group Editor-In-Chief

Dato' Syed Nadzri Bin Syed Harun
Group Editor, New Straits Times
Director, English Publications

Dato' Manja Bin Ismail
Group Editor, Berita Harian
Director, Malay Publications

Jezilee Bin Mohd Ramli
Chief Financial Officer / Finance Director

Tun Ibrahim Bin Mohd Jafri
Production Director

Mimi Megawati Binti Abdul Wahid
Marketing Director

Abdul Wahab Bin Mohamad
Human Capital Director

Tasman Harith Bin Ismail
Head, Circulation

Zafrul Shastri Bin Hashim
Head, Legal & Secretarial

Abd Rahman Bin Hashim
Head, Information Technology

Badrul Hisham Bin Mahzan
General Manager, Advertising Sales

corporate structure



Media Prima

Radio Networks



Max-Airplay
Sdn. Bhd.
75%



Synchrosound
Studio Sdn. Bhd.
100%

Outdoor

BIG TREE

Big Tree
Outdoor Sdn. Bhd.
100%

UPD

UPD Sdn. Bhd.
100%

the Right Channel

The Right
Channel Sdn. Bhd.
100%

New Media

alt media

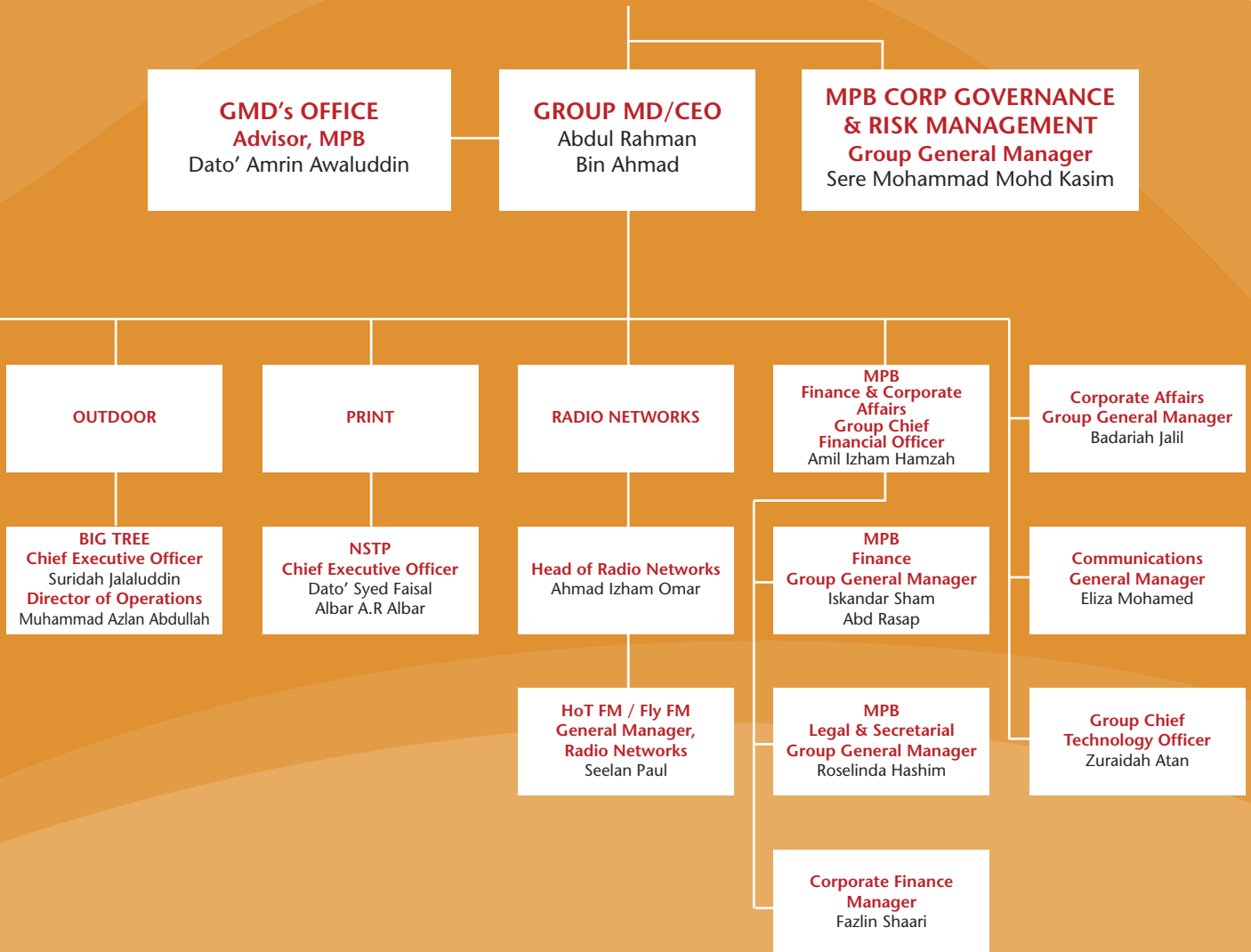
Alt Media Sdn. Bhd.
(formerly known as Cineart
Enterprises Sdn. Bhd.)
100%

organisational structure



BOARD OF DIRECTORS

Dato' Abdul Mutalib Bin Datuk Seri Mohamed Razak
CHAIRMAN



board of directors' profile

Dato' Abdul Mutalib Bin Datuk Seri Mohamed Razak, aged 65, a Malaysian, is the Chairman of Media Prima. An Independent Non-Executive Director, he joined the Board of Media Prima on 5 December 2003 and was appointed Non-Executive Chairman of Media Prima on 14 March 2005. He is also a member of the Audit Committee, Nomination Committee and Remuneration Committee of Media Prima.

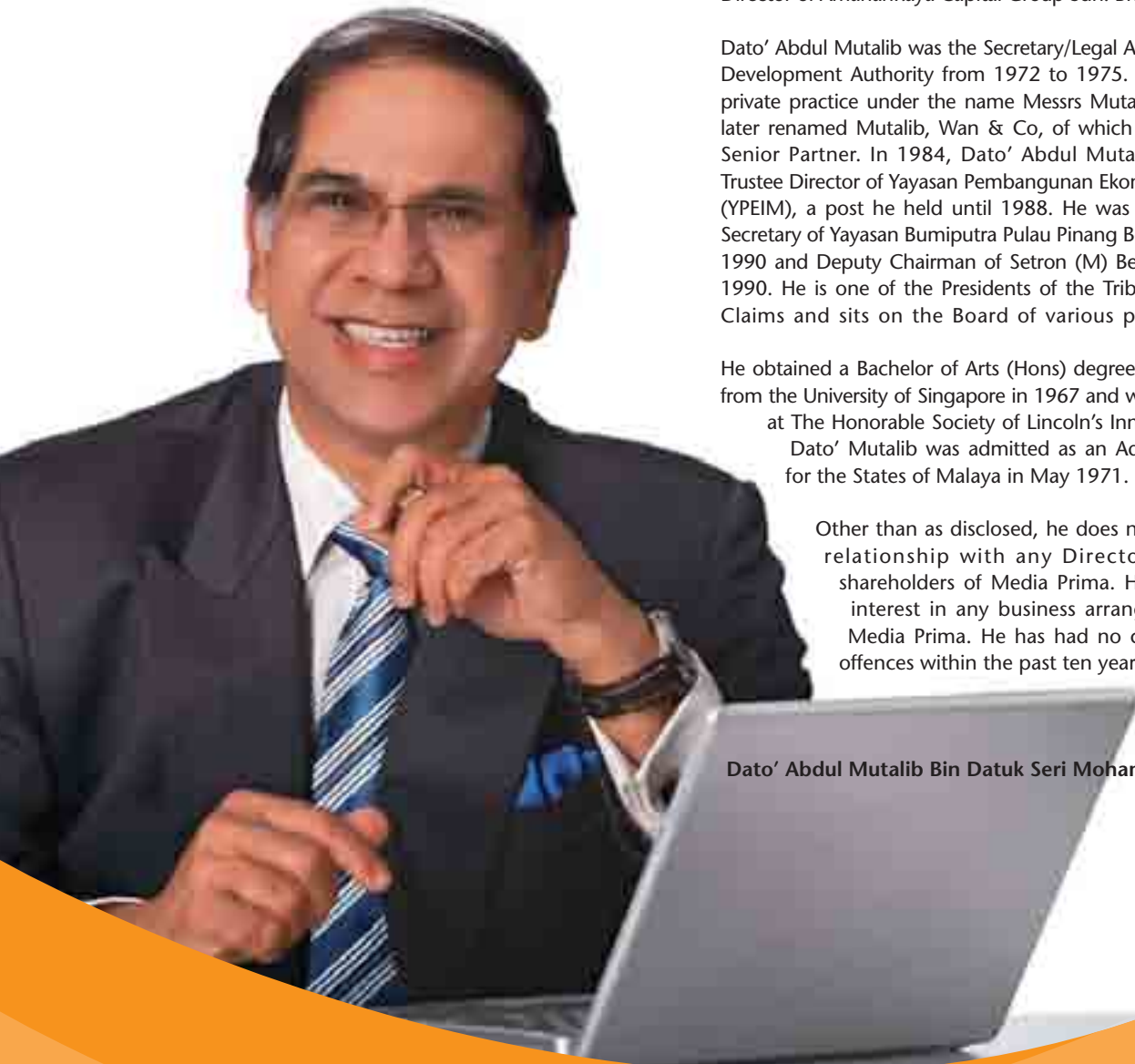
Dato' Abdul Mutalib currently sits on the Board of Mardec Berhad, The New Straits Times Press (Malaysia) Berhad (NSTP) and Sistem Televisyen Malaysia Berhad (TV3), of which he is the Chairman. He is also Chairman of Metropolitan TV Sdn. Bhd. (8TV), Natseven TV Sdn. Bhd. (ntv7), Ch-9 Media Sdn. Bhd. (TV9), Max-Airplay Sdn. Bhd. (Fly FM), Synchrosound Studio Sdn. Bhd. (Hot FM), Grand Brilliance Sdn. Bhd., Big Tree Outdoor Sdn. Bhd. (BTO) and Director of AmanahRaya Capital Group Sdn. Bhd.

Dato' Abdul Mutalib was the Secretary/Legal Advisor to the Urban Development Authority from 1972 to 1975. He then went into private practice under the name Messrs Mutalib, Sundra & Low, later renamed Mutalib, Wan & Co, of which he is currently the Senior Partner. In 1984, Dato' Abdul Mutalib was appointed Trustee Director of Yayasan Pembangunan Ekonomi Islam Malaysia (YPEIM), a post he held until 1988. He was also the Company Secretary of Yayasan Bumiputra Pulau Pinang Berhad from 1980 to 1990 and Deputy Chairman of Setron (M) Berhad from 1987 to 1990. He is one of the Presidents of the Tribunal for Consumer Claims and sits on the Board of various private companies.

He obtained a Bachelor of Arts (Hons) degree in Political Science from the University of Singapore in 1967 and was called to the Bar at The Honorable Society of Lincoln's Inn, London, in 1970.

Dato' Mutalib was admitted as an Advocate & Solicitor for the States of Malaya in May 1971.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.



Dato' Abdul Mutalib Bin Datuk Seri Mohamed Razak

Abdul Rahman Bin Ahmad, aged 39, a Malaysian, is the Group Managing Director/Chief Executive Officer of Media Prima. He was appointed to the Board of Media Prima on 22 October 2001.

Before his appointment as the Group Managing Director/Chief Executive Officer of Media Prima on 1 September 2003, he was the Chief Executive Officer of Malaysian Resources Corporation Berhad (MRCB), a position he took up in August 2001. He currently sits on the Board of MRCB, NSTP, TV3, ntv7, 8TV, TV9, Fly FM, Hot FM, BTO and Composite Technology Research Malaysia Sdn. Bhd. He is also Chairman of The Talent Unit Sdn. Bhd. (formerly known as Tiga Events Sdn. Bhd.) and Alternate Records Sdn. Bhd. (formerly known as Ambang Klasik Sdn. Bhd.). He is also the Executive Director of TV3 and a member of the Audit Committee of Media Prima.

Abdul Rahman was an Assistant Manager at Arthur Andersen, London, from 1992 to 1996, after which he held the position of Special Assistant to the Executive Chairman of Trenergy (M) Berhad/Turnaround Managers Inc (M) Sdn. Bhd. until 1999. He subsequently joined Pengurusan Danaharta Nasional Berhad as a Unit Head from 1999 to 2000 and went on to become an Executive Director of SSR Associates Sdn. Bhd. until August 2001.

He holds a Master of Arts from Cambridge University, England, and is a member of the Institute of Chartered Accountants, England & Wales.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Abdul Rahman Bin Ahmad



board of directors' profile cont'd



Dato' Sri Ahmad Farid Bin Ridzuan, aged 47, a Malaysian, is the Group Chief Executive Officer, Television Networks of Media Prima. He was appointed to the Board of Media Prima on 30 August 2006.

Before his appointment as the Group Chief Executive Officer, Television Networks of Media Prima on 1 January 2006, he was the Chief Executive Officer of TV3, a position he took up in April 2002. He currently sits on the Board of TV3, ntv7, 8TV, TV9, Hot FM, Fly FM, Grand Brilliance Sdn. Bhd. and Big Events Sdn. Bhd.

Dato' Sri Farid was an Executive Director at Leo Burnett Advertising from 1998 to 2002. He has fifteen years of line and staff experience specialising in general management, strategic marketing, regional and international business development and corporate communications.

He holds a MBA in International Business from US International University, San Diego, California; and BBA Marketing (Major) and BBA Management (Minor) from Western Michigan University, Kalamazoo, Michigan, USA.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Dato' Sri Ahmad Farid Bin Ridzuan

Datuk Hj Kamarulzaman Bin Hj Zainal, aged 51, a Malaysian, is the Group Director, News & Current Affairs, Television Networks of Media Prima. He was appointed to the Board of Media Prima on 30 August 2006.

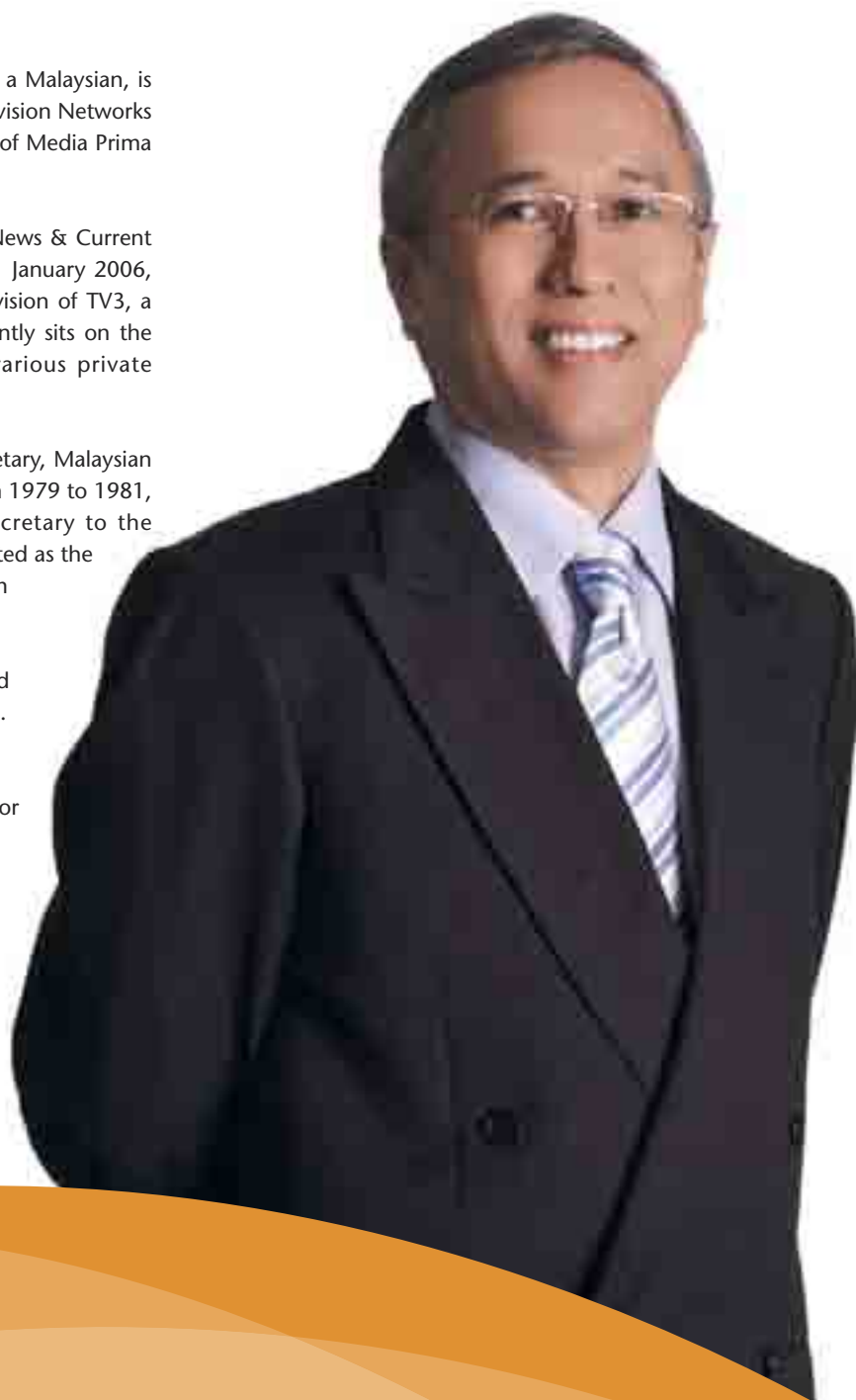
Before his appointment as the Group Director, News & Current Affairs, Television Networks of Media Prima on 1 January 2006, he was the Director, News & Current Affairs division of TV3, a position he took up in October 2003. He currently sits on the Board of TV3, JAKS Resources Berhad and various private companies.

Datuk Hj Kamarulzaman was the Executive Secretary, Malaysian Students Union in United Kingdom and Eire from 1979 to 1981, after which he held the position of Press Secretary to the Foreign Minister until 1998. Later he was appointed as the Press Secretary to the Deputy Prime Minister from 1999 to 2003.

He holds a Diploma in Mass Communications and Journalism from the London School of Journalism.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Datuk Hj Kamarulzaman Bin Hj Zainal



board of directors' profile cont'd

Shahril Ridza Bin Ridzuan aged 38, a Malaysian, is a Non-Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 22 October 2001.

Shahril Ridza currently sits on the Board of MRCB, where he is also the Group Managing Director, Pengurusan Danaharta Nasional Berhad, NSTP, UDA Holdings Berhad and BTO. He is also a member of the Remuneration Committee of Media Prima.

Shahril Ridza was a Legal Assistant at Zain & Co from 1994 to 1996. He then took up the position of Special Assistant to the Executive Chairman of Trenergy (M) Berhad/Turnaround Managers Inc (M) Sdn. Bhd. from 1997 to 1998. He subsequently joined Pengurusan Danaharta Nasional Berhad, where he served until 1999, when he became an Executive Director at SSR Associates Sdn. Bhd. until August 2001.

He holds a Bachelor of Civil Law (1st Class) from Oxford University, England, a Master of Arts (1st Class) from Cambridge University, England, and was called to the Malaysian Bar and the Bar of England & Wales.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Shahril Ridza Bin Ridzuan



Tan Sri Lee Lam Thye, aged 62, a Malaysian, is an Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 18 August 2003, and is the Chairman of the Nomination Committee as well as a member of the Audit Committee and Remuneration Committee of Media Prima.

Before retiring from politics in 1990, Tan Sri Lee was the elected State Legislative Assemblyman for Bukit Nenas, Selangor, from 1969 to 1974 and served as a Member of Parliament for Kuala Lumpur Bandar/Bukit Bintang from 1974 to 1990. He currently serves as the Chairman of the National Institute of Occupational Safety & Health and the National Service Training Council. He is also the Vice-Chairman of the Malaysia Crime Prevention Foundation and a Member of the Kuala Lumpur City Hall Advisory Board. He has previously served as a Member of the Special Royal Commission to enhance the operations and management of the Royal Malaysian Police. In the private sector, Tan Sri Lee serves as a Non-Executive Director to a few companies, namely AMDB Berhad, MBM Resources Berhad, S P Setia Berhad and 8TV.

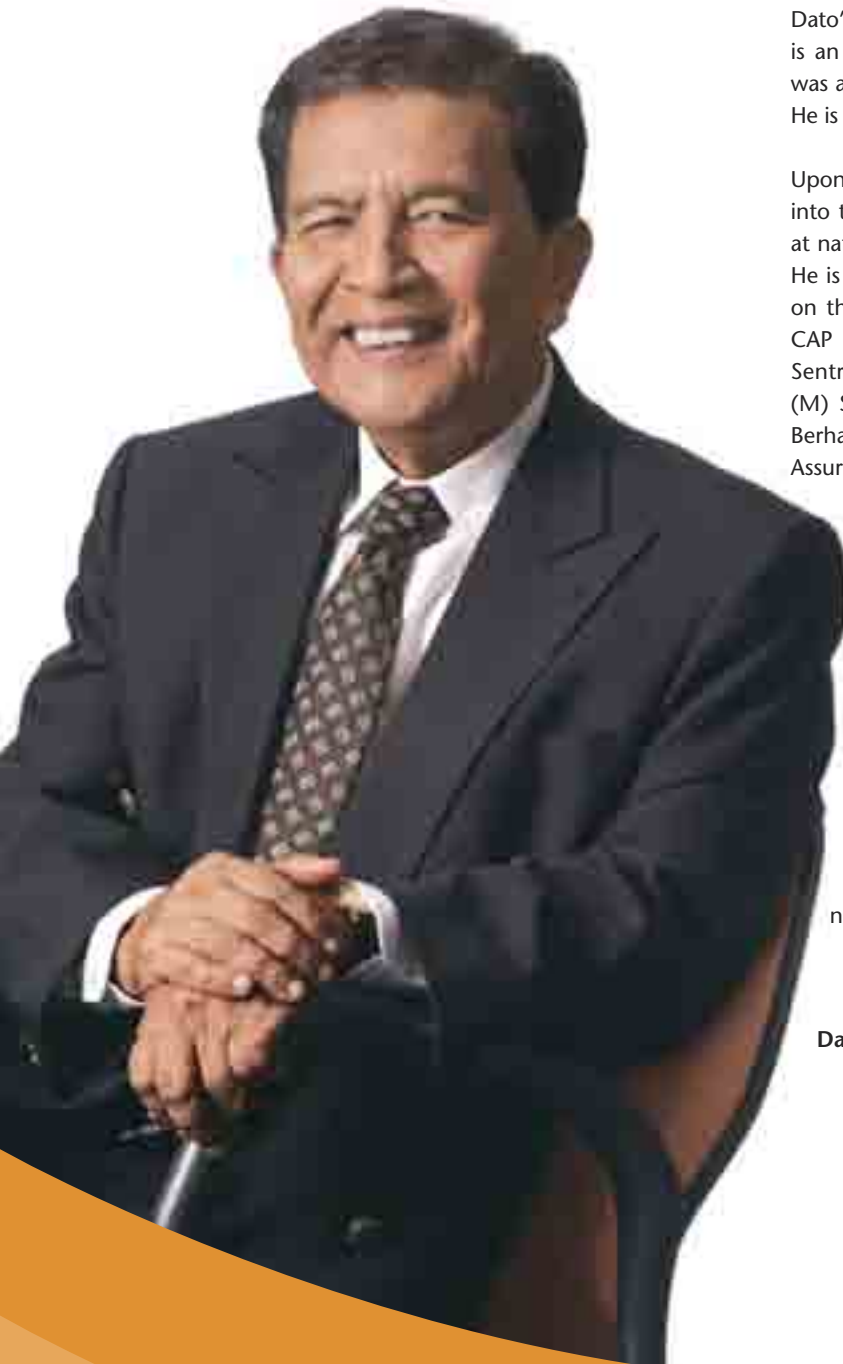
Tan Sri Lee completed his secondary education at Saint Michael's Institution, Ipoh, Perak, and obtained his Senior Cambridge Certificate in 1965.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Tan Sri Lee Lam Thye



board of directors' profile cont'd



Dato' Dr Mohd Shahari Bin Ahmad Jabar, aged 71, a Malaysian, is an Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 18 August 2003. He is also the Chairman of the Audit Committee of Media Prima.

Upon graduation in 1960, Dato' Dr Mohd Shahari was inducted into the Malaysian Civil Service and served in several capacities at national and international levels, until his retirement in 1991. He is currently Chairman of Peakline Sdn. Bhd. He currently sits on the Board of EON Bank Berhad, EON Capital Berhad, EON CAP Islamic Bank Berhad, MIMB Investment Bank Berhad, KL Sentral Sdn. Bhd., MRCB, Radicare (M) Sdn. Bhd., Radibems (M) Sdn. Bhd., Realmild (M) Sdn. Bhd., Uni. Asia Assurance Berhad, Uni. Asia General Insurance Berhad and Uni. Asia Life Assurance Berhad.

He holds a Bachelor of Arts degree from the University of Malaya. He obtained his Master in Social Science from the International Institute of Social Studies, Hague, Holland, in 1972 under a Dutch Government Fellowship. In 1978, he obtained a Ph D (Political Science) from the University of Hawaii, USA, under a Fulbright-Hays Fellowship.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Dato' Dr Mohd Shahari Bin Ahmad Jabar



Dato' Seri Mohamed Jawhar, aged 63, a Malaysian, is an Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 30 August 2006. He is also a member of the Audit Committee and the Nomination Committee of Media Prima.

Dato' Seri Mohamed Jawhar is currently the Chairman of NSTP. He also sits on the Board of Affin Islamic Bank Berhad.

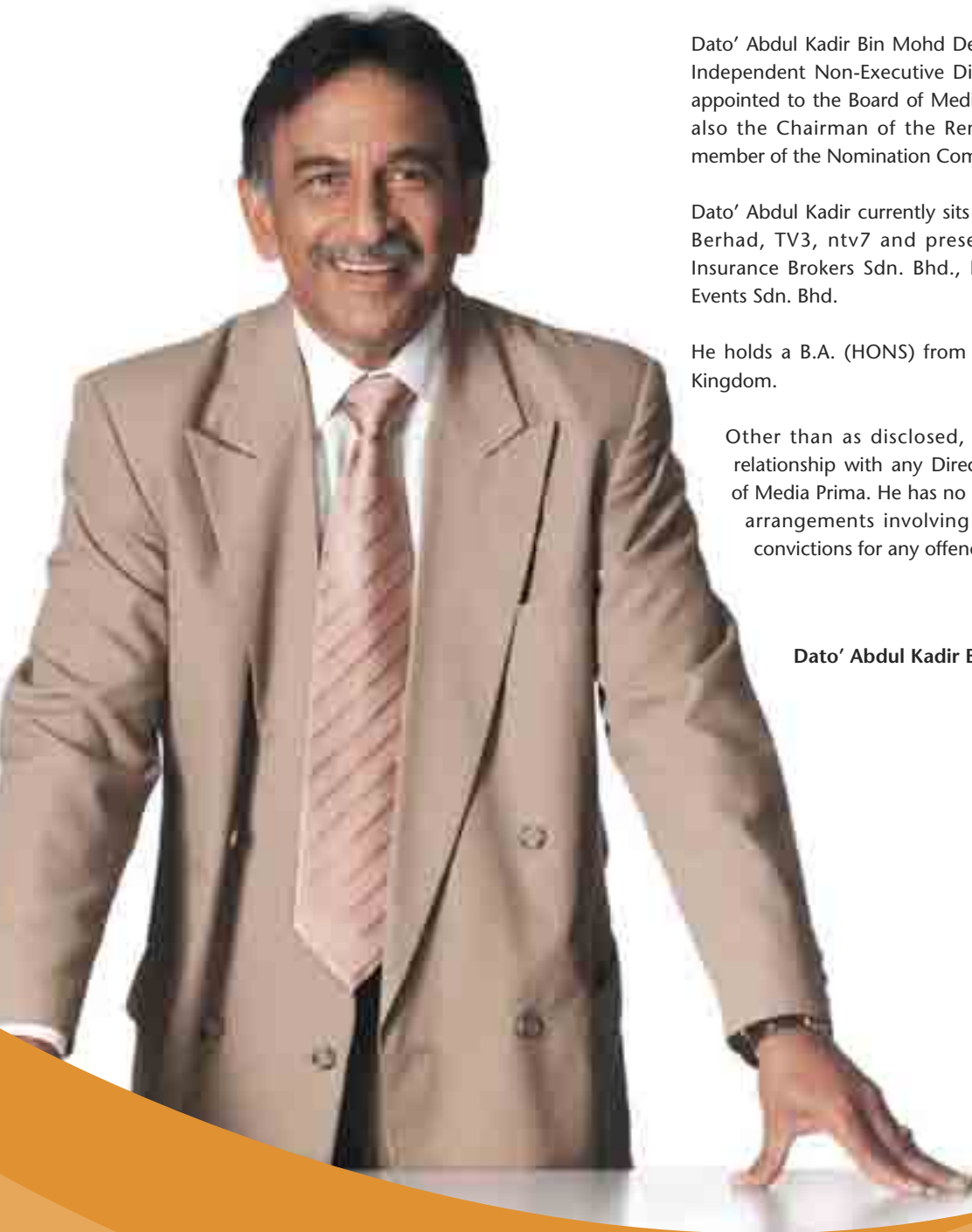
Dato' Seri Mohamed Jawhar served with government before he joined the Institute of Strategic and International Studies (ISIS) Malaysia. He is currently the Chairman and Chief Executive Officer of ISIS Malaysia. He is also presently Chair, ASEAN Institutes of Strategic and International Studies (ASEAN-ISIS) and Co-Chair, Council for Security Cooperation in the Asia Pacific (CSCAP). His positions in government included Director-General, Department of National Unity-Under Secretary, Ministry of Home Affairs and Principal Assistant Secretary, National Security Council. He also served as Counsellor in the Malaysian Embassies in Indonesia and Thailand.

He holds a BA Hons, University of Malaya.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Dato' Seri Mohamed Jawhar

board of directors' profile cont'd



Dato' Abdul Kadir Bin Mohd Deen, aged 64, a Malaysian, is an Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 29 May 2007. He is also the Chairman of the Remuneration Committee and a member of the Nomination Committee of Media Prima.

Dato' Abdul Kadir currently sits on the board of Halim Mazmin Berhad, TV3, ntv7 and presently is the Chairman of MIT Insurance Brokers Sdn. Bhd., Eco Motive Sdn. Bhd. and Big Events Sdn. Bhd.

He holds a B.A. (HONS) from University of Lancaster, United Kingdom.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Dato' Abdul Kadir Bin Mohd Deen

senior management

This year, our senior management team describes how personal passions are a reflection of what drives their professional performance.

My passion before joining the Group has always been watching sports – football, rugby and even cricket. However, since then I have fallen in love with films.

I have always enjoyed watching movies regardless of genre – my favourite films range from romantic comedies such as *Four Weddings and A Funeral* and *Love Actually* to the action flicks of *Gladiator*, *Independence Day* and to even dramas such as *Crash* and *Dead Poet's Society*.

Great movies allow us not only to escape from the mundane but also inspire us, move us emotionally and enable us to dream beyond the ordinary.

I have been fortunate to have been able to work closely with the equally passionate team at Grand Brilliance to further explore and expand my passion into the area of film production. Now I can appreciate the complexity and extensive effort required to produce high quality movies that have mass appeal.

Over the recent years I am proud to have been involved with movies that Grand Brilliance has produced such as *Cinta*, *LoVe* and the upcoming *Sepi*.

Managing a media group which has been expanding aggressively has been a real challenge for me. Throughout this period, these movie projects have been a loyal and silent outlet for me, keeping me company when at times I felt incredibly alone or down. And for that, I am eternally grateful.

Abdul Rahman Bin Ahmad
Group Managing Director /
Chief Executive Officer, Media Prima Berhad



senior management cont'd

The Manchester United football club is, without a doubt, the most popular football club in the world and arguably one of the best known sporting brands. I liken TV3 to the club in the sense that both have a tremendously broad appeal with fans from all walks of life, who are drawn to the excitement, quality and passion which is the hallmark and characteristics of both brands.

TV3 continues to be a popular brand which our viewers hold close to their hearts and we continue to do so year in and year out by coming up with innovative and compelling programmes that go way beyond the ordinary, while offering unparalleled customer service to our clients.

During the 1950s, Manchester United's manager Matt Busby successfully groomed the players through an effective structure and fashioned a great side which became known as the "Busby Babes" due to their precocious talents at a young age; thus enabling Manchester United to come to the fore. At TV3, we too believe in polishing and nurturing our talents to become the best. Throughout the years, we have undeniably forged a team of young and competent professionals whose expertise has contributed to the resounding success of Media Prima.

As the most successful football club for over 20 years, Manchester United Club symbolises dynamism and aggressiveness; consistently evolving while striving to emerge as. No.1.

2008 will continue to be a year of change for TV3 and Media Prima in general as we introduce our New Media arm – our latest strategy to penetrate the online market by incorporating the latest technology. Just like football, new strategies and tactics are pertinent to ensure a fresh flow of ideas and quality results.

To me, football is the epitome of life; a game where teams strive to score the most number of goals and players work together in a spirit of teamwork. Our achievement as a team is one which is beyond words and description.

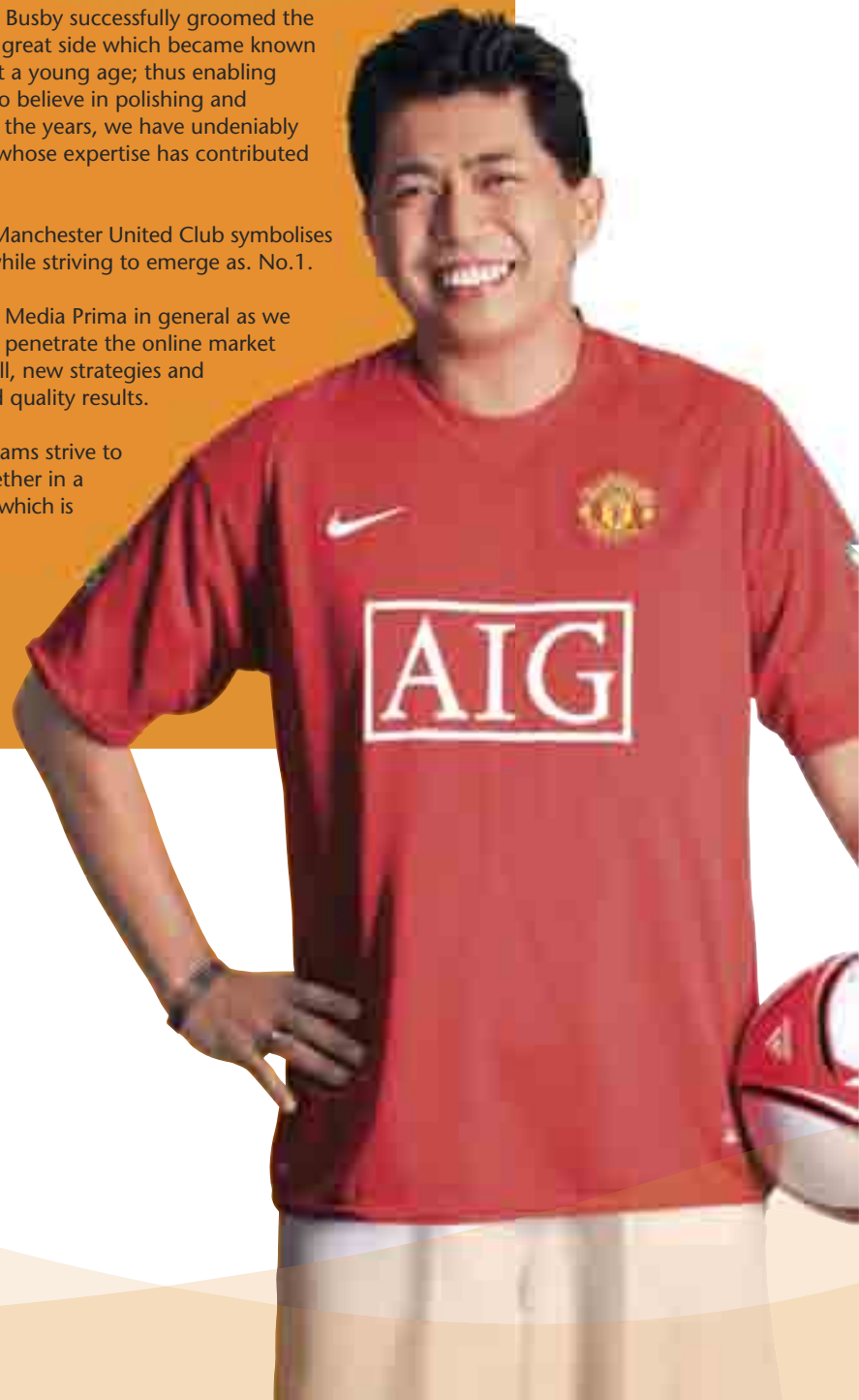
Dato' Sri Ahmad Farid Bin Ridzuan

Group Chief Executive Officer

~ Television Networks, Media Prima Berhad

Chief Executive Officer

~ Sistem Televisyen Malaysia Berhad (TV3)



Each time I put myself in the shoes of the needy and less privileged, I am moved to make an effort to assist them in lessening their burdens or by contributing towards their welfare.

I have always had a soft spot for charity work and often stress on the importance of creating a loving and helpful community amongst the society. This is important as we live in a multi-racial community and tolerance as well as care amongst the people is a much-needed aspect for all of us to live together in peace and harmony.

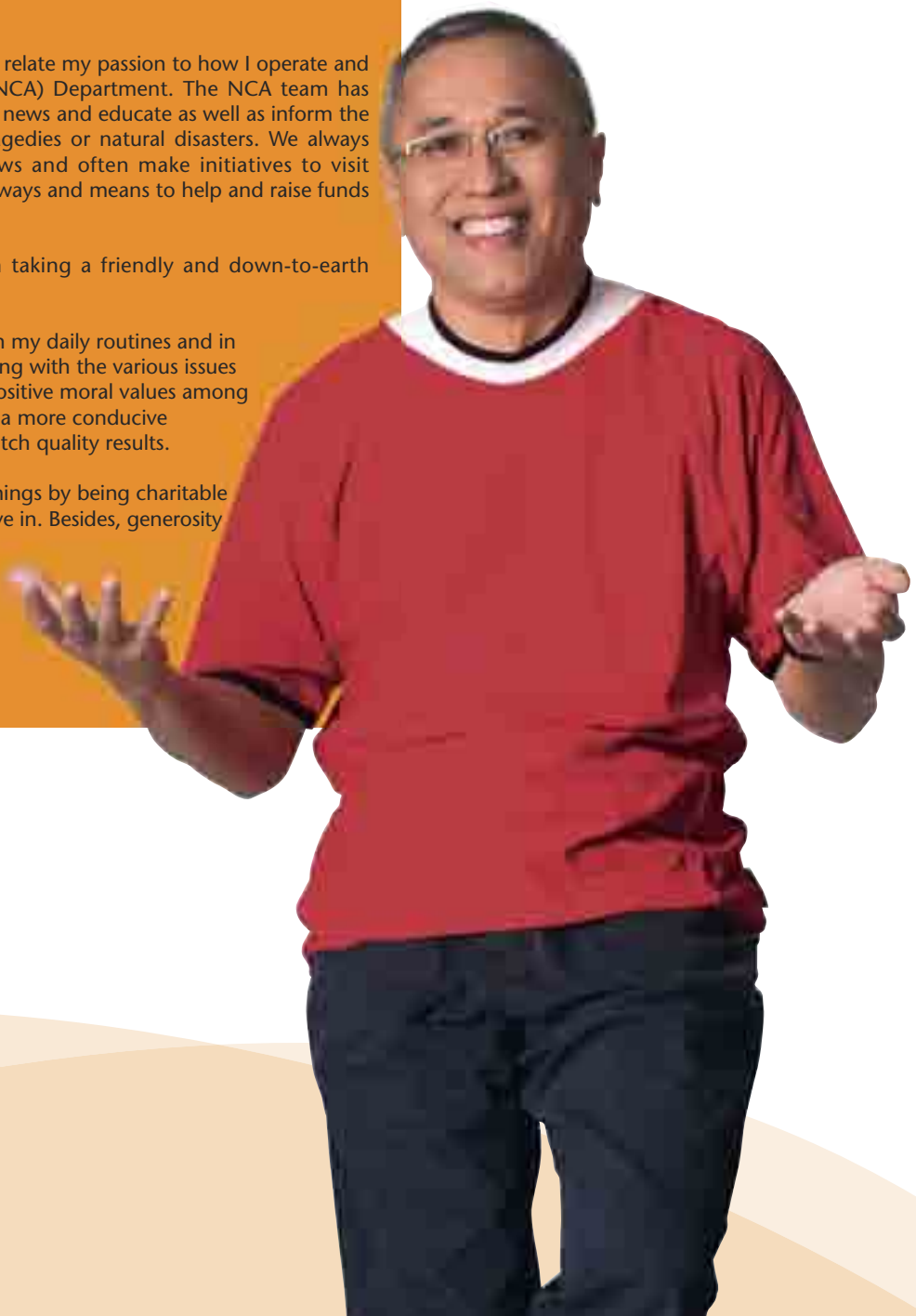
In this regard, I make it a point to always relate my passion to how I operate and handle the News and Current Affairs (NCA) Department. The NCA team has always been in the forefront to break the news and educate as well as inform the public of various news, happenings, tragedies or natural disasters. We always strive to be the first to deliver the news and often make initiatives to visit hotspot areas and subsequently think of ways and means to help and raise funds to help those affected.

In my line of work, I always believe in taking a friendly and down-to-earth approach.

I try as often as possible to practice this in my daily routines and in particular when assisting my staff in dealing with the various issues which may arise. This also translates to positive moral values among my staff whilst at the same time creating a more conducive environment for them to produce top-notch quality results.

In general, one stands to gain so many things by being charitable and making the world a better place to live in. Besides, generosity does roll back in multiples of 'many'!

Datuk Hj Kamarulzaman Bin Hj Zainal
Group Director, News & Current Affairs,
Media Prima Berhad

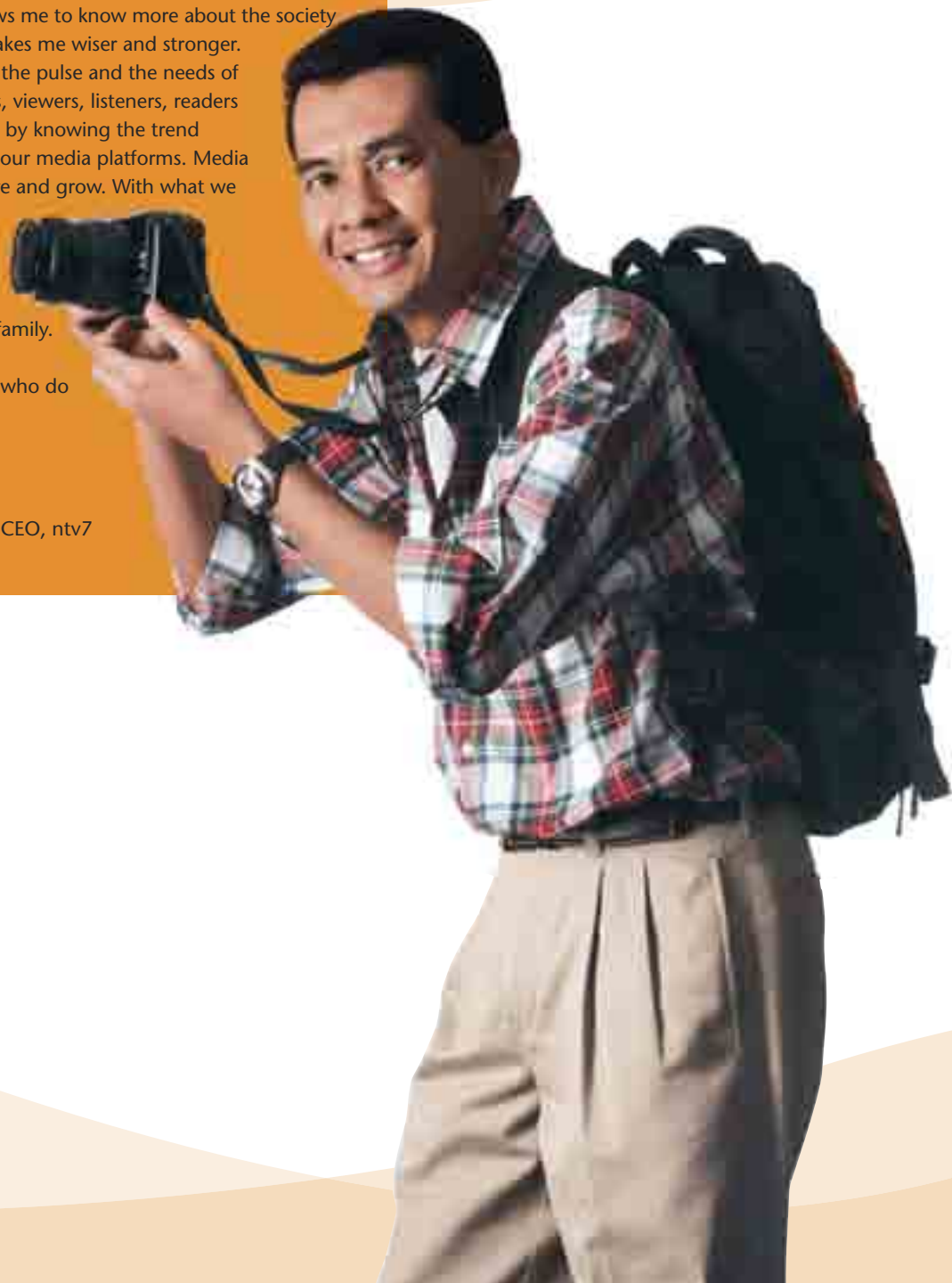


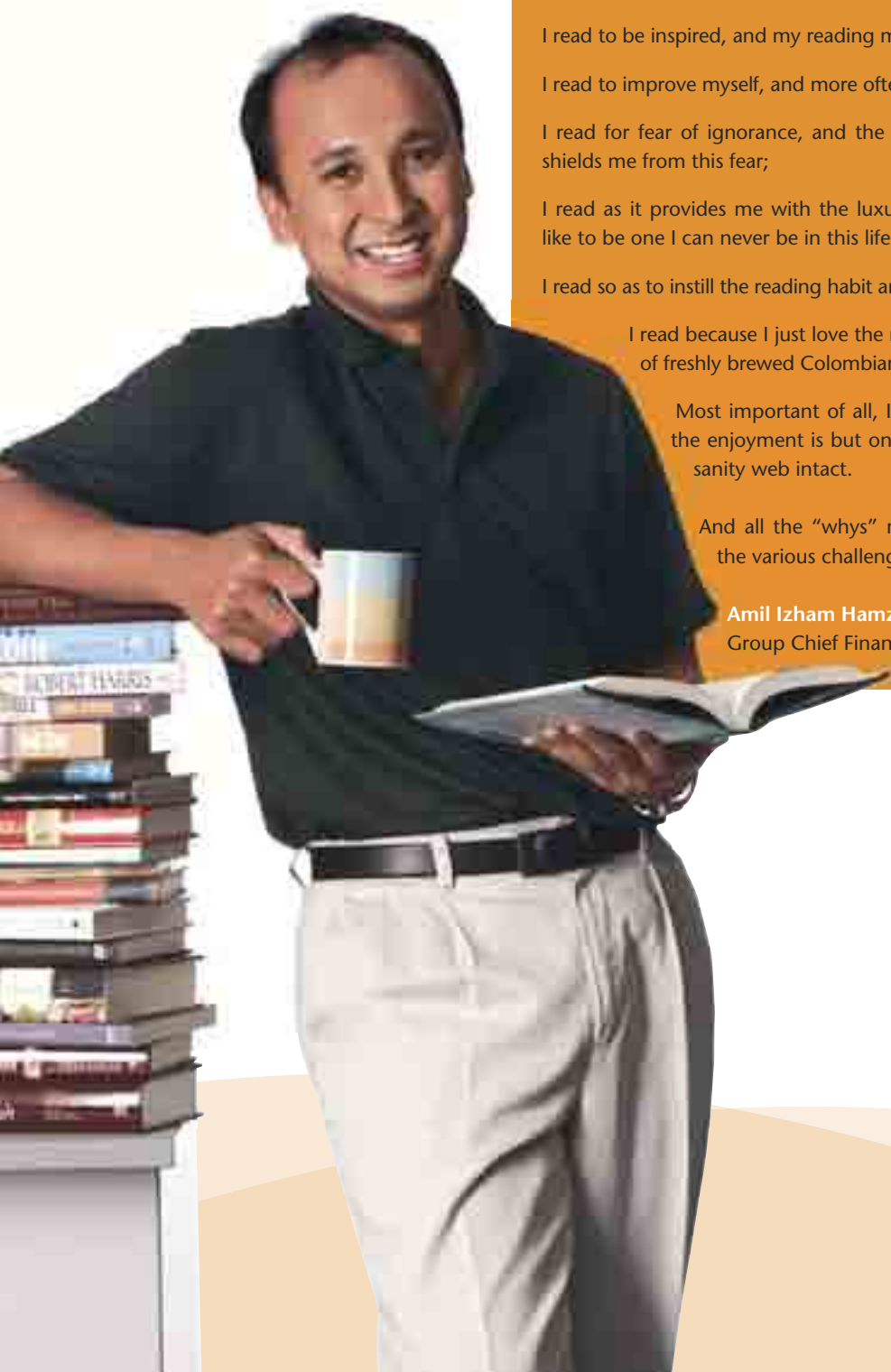
senior management cont'd

Travel has a way of stretching the mind. The stretch is not from its own immediate rewards – the inevitable myriad of new sights, smells and sounds, but experiencing first hand how others do things differently. Travel allows me to know the civilisation, the culture and the habitants of the places I journeyed. It allows me to know more about the society and the world we live in – it makes me wiser and stronger. In Media Prima, we understand the pulse and the needs of our customers – be it our clients, viewers, listeners, readers or stakeholders. We are relevant by knowing the trend beyond our shores and beyond our media platforms. Media Prima continues to learn, explore and grow. With what we garner - we educate, entertain and share with the rest to create a better society. Travel is also fun and relaxing, especially in the company of my beloved family.

“The world is a book and those who do not travel read only one page.”
– St. Augustine.

Dato' Amrin Awaluddin
Advisor, Media Prima Berhad & CEO, ntv7





Why I read; a blurb...

"I read somewhere that, scientifically, reading is akin to giving your brain a thorough workout, resulting in the brain becoming more anatomically complex, with more folds and fissures – a "six-pack" of a brain high on cognitive fitness, so to speak.

A "six-pack" brain, coupled with indirect experiential learning from reading, supposedly enhances neurons which accelerate one's learning and capacity to learn.

But really, how many out there read to have more folds to their brains?

For me:

I read to be inspired, and my reading materials are usually strewn with rays of hope;

I read to improve myself, and more often than not, only reading can teach me how;

I read for fear of ignorance, and the knowledge gleaned from reading somehow shields me from this fear;

I read as it provides me with the luxury to experience, albeit indirectly, what it is like to be one I can never be in this lifetime;

I read so as to instill the reading habit and be a good role model to those around me;

I read because I just love the musty smell of books coupled with the aroma of freshly brewed Colombian black;

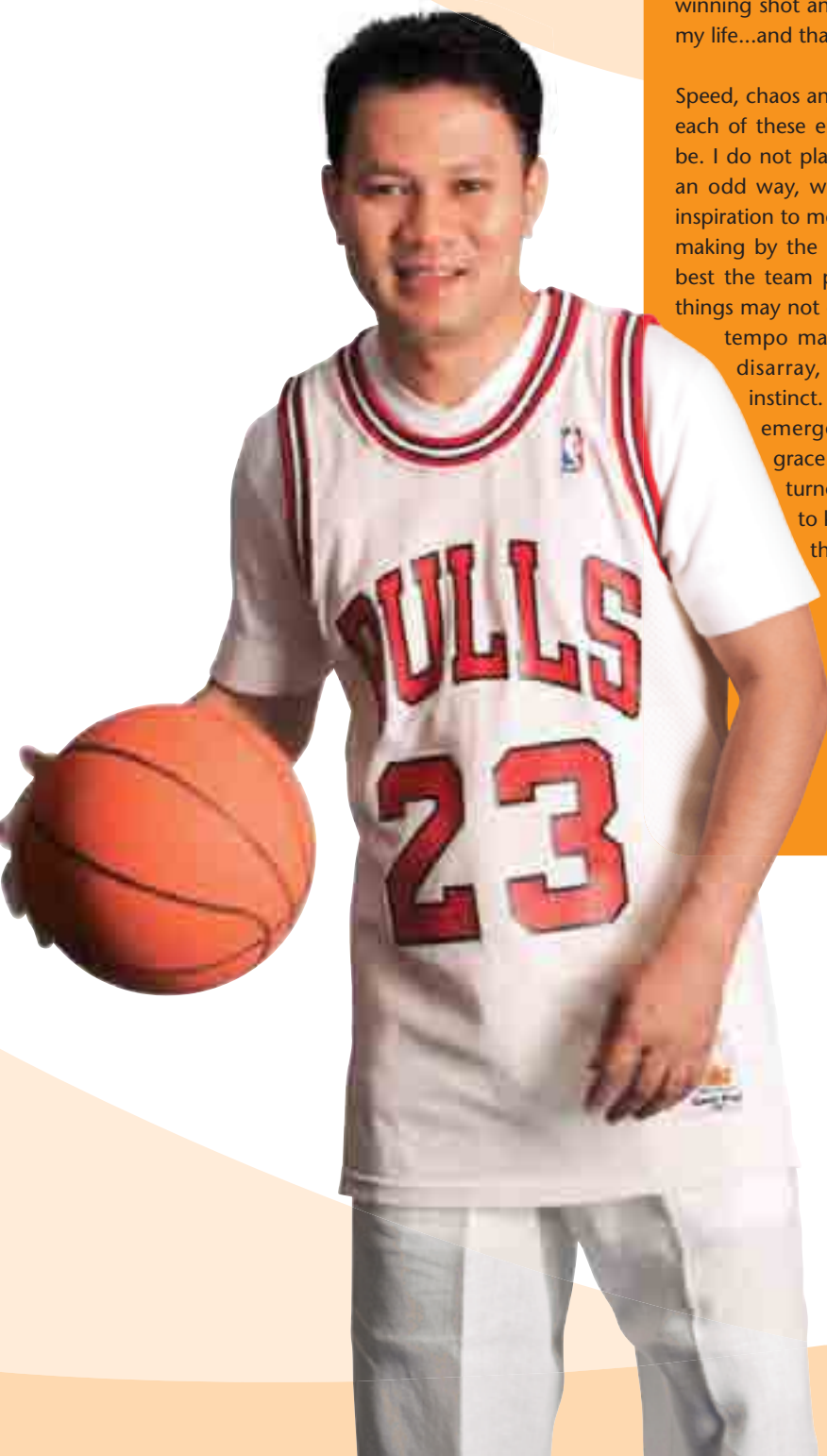
Most important of all, I read for the sheer enjoyment it brings, and the enjoyment is but one of the stronger strands that help keeps my sanity web intact.

And all the "whys" mentioned above greatly help me deal with the various challenges in my daily working life...."

Amil Izham Hamzah

Group Chief Financial Officer, Media Prima Berhad

senior management cont'd



I admire Michael Jordan, the superstar of basketball. He is a phenomenal athlete with a unique combination of fundamental soundness, grace, speed, power, artistry, improvisational ability and an unquenchable competitive desire. Jordan single-handedly redefined the game of basketball. His most memorable quote is when he said: "I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times I've been entrusted to take the game-winning shot and missed. I've failed over and over and over again in my life...and that is why, I succeed!"

Speed, chaos and flair – these are the reasons why I like basketball. In each of these elements, they depict what you can make out life to be. I do not play the game as well but more of a keen audience. In an odd way, watching basketball is a real form of relaxation and inspiration to me. The game is fast moving; it requires quick decision-making by the players at every second of the game. And, however best the team plans for each offense, the terrain may change and things may not come out as what they desire. As a consequence, the tempo may end up chaotic; but amidst the commotion and disarray, the players will "dig-deep" into their innermost instinct. When this happens, improvisation and creativity will emerge and it will turn into a pure magical alchemy of grace and flamboyance. But when it fails, the speed of the turnover of the game is forgiving enough for the players to keep trying. And it is simply a joy to watch. As I see it, the game resembles what life is. Every play is different; every play calls for tenacity, determination, self-belief, quick-decision, patience, teamwork, humility and creativity. If only we can embrace these traits daily in our lives, then every day would be a great day, wouldn't it?

Dato' Syed Faisal Albar
Chief Executive Officer,
The New Straits Times Press (Malaysia) Berhad



Golf is about you winning by being the best YOU can be, you compete with yourself, it is a mental game, against the environment and not directly against your fellow players. The same principle when applied to business teaches us to focus on the best Media Prima can be via growing the industry and removing barriers to our growth.

Golf pushes one to continuously improvement and for me the ultimate goal is to gun for a scratch handicap within my own timeline. That needs passion, commitment and discipline. Similarly in the corporate world we are always shooting at our KPI targets, stretched targets and super-stretch targets. That needs passion, commitment and discipline!!

To be successful in golf one needs to have a macro picture as well as pay close attention to the many details and aspects of the game. Doesn't that sound familiar in the business world.

Equally important for me as an individual, golf helps to discipline me to be more calm and compose while remaining passionate about our goals especially in the face of adversity and pressure.

Lastly golf is a humbling sport as it can bring us down to earth when we think we are already very good. But still its fun and most importantly I enjoy the sport with my friends, acquaintances, clients and my sons!

Dato' Anthony @ Firdauz Bin Bujang
Director of Operations, TV3

senior management cont'd



In my experience as a media practitioner throughout the years, I have met and come across many successful people who range from all walks of life; from odd job workers to professionals, lawyers, students, politicians and many more. Each of them has a different story to tell albeit a common trait amongst them; diligence and determination.

Every accomplishment starts with the decision to undertake a steady and energetic effort. During my leisure period, I make regular trips to the gym to train. This is because the discipline and training in the gym prepares me to better face the pressures of work, both physically and mentally. It gives me the opportunity to retreat into my own thoughts and focus on what needs to be done without the usual interruptions and distractions during the day.

The mind is the very element that controls everything we do. Therefore, mind-body coordination is vital—working out in the gym does just that. It has helped me to not only achieve a healthy body but also a peaceful state of mind.

In this regard, I always make an effort to inculcate and instill healthy values within my team to further motivate them to perform beyond expectations. At NSTP, we create a conducive environment to enable everyone to carry out their respective tasks to the fullest of their abilities for, we believe that diligence and determination coupled with a welcoming work atmosphere will naturally produce good results.

Essentially, with a healthy body and a healthy mind, the sky is the limit!

Dato' Hishamuddin Aun
Group Editor-in-Chief,
The New Straits Times Press (Malaysia) Berhad

I love music. I love listening to music. I love playing music. I love producing music. I love talking about music.

Music has always been an inspiration for the way I approach life and business.

THINKING ON YOUR FEET

I love the spontaneous creativity in performing music. I love the way skillful musicians would effortlessly improvise, creating an instant work of art on top of a set timing structure.

This inspires me in business and my approach to problem-solving. Music teaches me that there is always more than one solution to any situation. Music teaches me to be creative on my feet.

SYNERGESTIC TEAMWORK

I also love the spirit of teamwork of a group of musicians that play together. I love how they interact with one another, allowing each musician to explore his or her instrument creatively, yet everyone works together to make beautiful music.

I continuously adapt this lesson professionally, getting our teams to work in harmony, yet allowing individuals to show their creativity and maximise their potential in their own unique ways.

PAY ATTENTION TO THE SMALLEST DETAILS

I love listening to the small details in musical arrangements. I love the inventive ways music arrangers would put together different musical instruments to create different moods. I pay attention to each instrument in the mix and appreciate the part each one of them plays to create a work of art as a whole.

This has taught me to understand that excellence comes from paying attention to the smallest details. To ensure any work produced is of the highest quality, every single part has to be carefully, expertly and lovingly paid attention to and more importantly, contribute synergistically to the end product.

DO WORK THAT MEAN SOMETHING

Most of all, I love the different feelings I get when I listen to different music. People say that music is the soundtrack of our lives. I truly and wholeheartedly believe in that statement. We remember different snatches of music when we remember different memories. Music would be able to make us laugh, make us cry, make us feel depressed or elated, sometimes both at the same time.

In other words, music makes us feel alive.

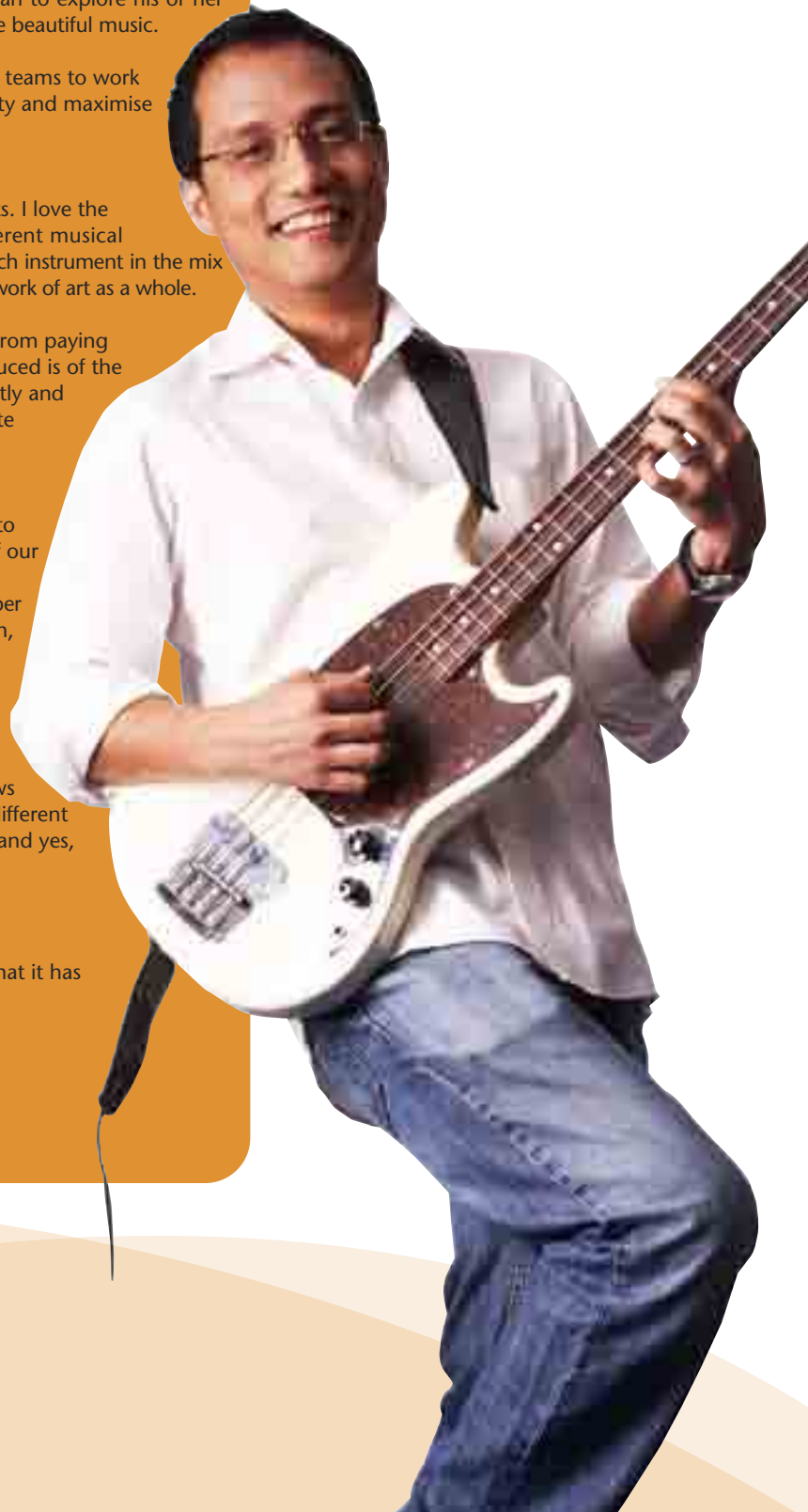
I take the same approach to creating our shows. Our shows have to make us laugh, make us cry, make us remember different memories and feelings, make us feel depressed or elated, and yes, sometimes both at the same time.

Our shows makes us feel alive.

I don't think I can ever stop loving music, especially for what it has taught me and how it has guided me through life.

Thank you music. Play on.

Ahmad Izham Omar
Chief Executive Officer, 8TV



senior management cont'd

COMMUNITY

Throughout my career in the media industry, I have been fortunate enough to have had many opportunities to go to interact with the community at a personal level. The media industry has created very special moments which have allowed us to get closer to the heart and soul of many Malaysians and this has allowed me to further understand their needs. By being close to them and knowing the current issues faced by them, I have a better understanding of how we can use the various mediums of media, such as television, to play an even more efficient role in contributing towards the community in an effort to shape the future and further accelerate the progress of the nation.

This is TV9's top priority, especially for those in the rural and less developed areas, which have less access to modern technology and infrastructure. *Alhamdulillah*, the digital divide within our communities has now been reduced tremendously. However, there still exists those who require our urgent attention and assistance such as those affected by tragedies and natural disasters. In this regard, the media plays a pertinent role in informing and educating society and subsequently shaping a caring nation by inculcating positive moral values.

It is my greatest hope that TV9 will continue to be close to the hearts of the people and our loyal viewers, in line with our tag line "*dekat di hati*".

Bukhari Che Muda
Chief Operating Officer, TV9



Yoga is my official time out from the world

I enjoy the physical and mental challenge of pushing my body to its limit yet my mind must achieve a total connection to that moment and the flow of the asana.

Yoga is not a competitive sport but a challenge to the individual to achieve higher levels of mind-body alignment. You don't need any expensive equipment. Your body is your tool and all you need is some quiet and willing mind.

Yoga keeps me centered at work, allowing me to use breathing techniques to overcome the most frenetic and stressful issues. The practice of yoga may appear to be effortless from the outside. On the inside, it requires strength, discipline and focus. Just like work.

Yoga teaches one not to rush to perfection but to gently reach your own goals instinctively-to listen to your body and also your inner voice.

At work, I believe in collaboration with a team and listening to all points of view before reaching a conclusion. I learn from others. Yoga session ends with the simple word "*namaste*". It is a concept that is not usually associated with the workplace, but one that we can learn from. It means: "*the divine in me bows to the divine in you*"

Suridah Jalaluddin

Chief Executive Officer, Big Tree Outdoor Sdn. Bhd.

