

# MESSAGE FROM OUR GROUP CHAIRMAN



**Dear Shareholders, Media Prima Berhad (“Media Prima” or the “Group”) is pleased to present our Annual Report for the 18 months financial period ended 30 June 2023. This report highlights our accomplishments and provides details of our dynamic journey over the course of the last financial period.**

Despite a significantly challenging period for the media industry, Media Prima recorded RM1.4 billion in revenue for the 18 months period ended 30 June 2023. The Group demonstrated its resiliency by posting a profit after tax (“PAT”) of RM67.3 million for the period on the back of disciplined operational efficiencies. The results mark two consecutive financial periods of PAT achieved by the Group. Given the positive results, Media Prima’s Board of Directors declared a single-tier dividend of 1.5 sen per ordinary share for the financial period.

Operationally, Media Prima defended its leadership positions across its key media platforms, namely broadcasting, digital media, publishing and out-of-home. In broadcasting, Media Prima Television Networks captured over 38% of Malaysia’s broadcast audience with TV3 leading the charge while Media Prima Audio secured the top spot when Hot FM became Malaysia’s number one radio station in 2023 with 3.8 million total weekly listeners.

REV Media remained Malaysia’s leading digital publisher, reaching over 11.5 million mobile users which represents 54% of the country’s total digital population. REV Media also emerged victorious in multiple new categories at the Malaysian Digital Association’s MDA d Awards 2023. These wins showcase REV Media’s commitment to solidifying their position as industry leaders in the digital media landscape.

In publishing, the New Straits Times Press (Malaysia) Berhad continued to be the leading source for news and information. The online publications of the nation’s three key newspapers, Berita Harian, Harian Metro and New Straits Times attracted over 3.8 million, 3.6 million and 2.5 million monthly average unique visitors respectively (Comscore, June 2023) thanks to the ‘digital first’ strategy.

The year also saw the return in demand for out-of-home (“OOH”) advertising which positively impacted Big Tree’s performance. It was indeed a welcome return given the effects the Covid-19 outbreak has had on the OOH industry in general. Advertising spending on our static OOH and digital OOH for the first six months in 2023 increased significantly compared to the first half of the previous year.

In short, our accomplishments during the period truly reflect the commitment and professionalism of every member of the Group. We have again demonstrated our ability to navigate these challenges effectively by executing the right strategies.

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## **DATUK SERI (DR) SYED HUSSIAN BIN SYED JUNID**

Group Chairman

### **WHAT’S NEXT?**

The media industry remains a major force in shaping public opinion, disseminating information and driving economic growth. Media Prima sees opportunities for innovation by harnessing emerging technologies, in particular by exploring the power of generative AI as an engine of productivity for the creative process and operational efficiency. We have started embarking on several initiatives which will act as a foundation for the Group moving forward.

Over-the-top streaming is another key driver of growth, and it is expanding most rapidly with the spread of mobile broadband. This presents major opportunities, as there is strong demand for local content which Media Prima is pushing through its over-the-top service, Tonton, and through international streaming services. Audiences are also eager to return to in-person events of all kinds, as we have seen with our popular events such as Karnival Jom Heboh and awards shows.

It is important to keep an eye on the big picture. We are committed to investing sensibly in new technologies, our content and platforms, and we believe that we have the right strategies in place to succeed in the years to come.

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Moving forward, our 18 months Annual Report marks the beginning of an exciting new chapter for Media Prima as we embark on a fresh financial year starting 1 July. This is a strategic transition that will enhance our audit planning and optimise the allocation of resources. Rest assured that amid these changes, our unwavering commitment to delivering value to our audiences, advertisers, and shareholders remains steadfast.

We have taken meaningful steps to position ourselves for continued long term growth. In the second half of 2022, we embarked on a strategic 3-year business plan which focuses on three strategic pillars — content boost, inventories premiumisation and new revenue streams — that leverages the Group's strengths in technology, data and talents.

This strategic 3-year business plan aims to drive business sustainability by leveraging our competitive advantages as a leading integrated media company. 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. You can read more about this in our Group Managing Director's message.



Media Prima, together with senior representatives from the Malaysian media fraternity, was granted an audience with His Majesty Sultan of Johor and the His Royal Highness Crown Prince of Johor.

## SUPPORTING THE COMMUNITY

We understand the power of the media. Through the strength of our multiple media platforms and mass audience reach, we raise awareness on important causes that affect the rakyat to leave a positive impact on the communities we serve.

In 2022, over RM3.4 million was disbursed under the ambit of our public-funded Media Prima-NSTP Humanitarian Fund. This amount was disbursed to various relief efforts across Malaysia which include medical assistance, disaster relief, and community development. Over 11,000 individuals benefited from your donations to the Media Prima-NSTP Humanitarian Fund.

Our post disaster relief efforts include the provision of computer and studio equipment for schools, boats with engine and trailer for the local communities, as well as the disbursement of cash vouchers for the flood victims in Selangor, Negeri Sembilan, Pahang, Kelantan, Terengganu, and Sabah.

We disbursed RM960,000 to assist communities affected by humanitarian conflicts overseas as of June 2023. This includes over RM762,000 disbursed to the Malaysian Relief Agency and Aman Palestin's humanitarian missions in Palestine. Another RM198,000 was disbursed to MERCY Malaysia for the provision of healthcare access for the people of Rohingya living in Myanmar and in the Klang Valley. More details on how your donations were used can be found in our 18 months Sustainability Report.



Media Prima provided two boats with engine and trailer courtesy of public donations through the Tabung Bencana NSTP-Media Prima to communities affected by flood waters in Pahang.

## COMMITMENT TO GOOD GOVERNANCE

We are extremely honoured to be recognised by our peers for good environmental, social and governance (“ESG”) practices. As Malaysia’s leading and largest media group, it is our responsibility to ensure that we are a responsible corporate citizen and uphold the best standards to deliver long-term value to our stakeholders. Media Prima plays a vital role in our nation’s social fabric and we must benchmark against the very best in ensuring strong ESG standards across our businesses.

In 2022, we were awarded ‘Industry Excellence Award for Corporate Governance (CG) Disclosure’ at the MSWG-ASEAN Corporate Governance Award 2021, organised by the Minority Shareholders Watch Group (“MSWG”). This marks Media Prima’s second consecutive win after being awarded ‘Industry Excellence’ in the Telecommunications and Media sector at the MSWG-ASEAN Corporate Governance Award 2020. Media Prima also ranked in the List of Top 100 Companies for CG Disclosure 2021, rising from 32<sup>nd</sup> to 29<sup>th</sup>.

We were awarded Silver under the Telco and Media Sector, Equities Category, at The Edge ESG Awards 2022. The Edge ESG Awards 2022, organised by The Edge in collaboration with Bursa Malaysia and FTSE Russel, aimed to recognise public-listed companies and asset management firms that are ESG leaders in Malaysia.

## THANK YOU

I would like to extend my utmost gratitude to the Board of Directors for their commitment and knowledge that they bring to our team. In 2022, we welcomed Datuk Phang Ah Tong and Datuk Shireen Ann Zaharah Muhideen to our Board of Directors. We are also pleased to welcome Datuk Ahmad Zaini Kamaruzzaman as Group Managing Editor of the New Straits Times Press, Stephanie Wong Pui Tse as Chief Operating Officer of Big Tree, and Nini Yusof as Chief Executive Officer of Media Prima Television Networks and Primeworks Studios. We have every confidence in our senior management team to bring Media Prima to new heights.

I would like to extend my deepest appreciation to all our diligent and dedicated employees. Thank you for persevering with us. Your hard work and dedication are essential to our success.

To all Government ministries, agencies, and regulatory bodies we’ve partnered with, thank you for your support. We appreciate your collaboration and guidance. A big thank you to all our shareholders, business partners, and clients for choosing Media Prima. Your support has allowed us to thrive as Malaysia’s leading and largest media company. Thank you!



Media Prima organised the SereniTea Afternoon Party, to express appreciation to its media clients and for the services of the Penang Government under the leadership of the Yang di-Pertua Negeri, Tun Ahmad Fuzi Abdul Razak.



Media Prima’s top management paid a courtesy call to the Minister of Communications and Digital.

Last but not least, our most heartfelt gratitude to our audiences. Thank you for choosing Media Prima as your source for entertainment and news. We are committed to delivering the best content across all our platforms, and we are always looking for new ways to engage with you.

We believe that the media industry has a vital role to play in society, and we are committed to using our platforms to inform, entertain, and inspire our audiences. We look forward to working with all of you to create a brighter future for Media Prima, and for the media industry as a whole.

**Datuk Seri (Dr) Syed Hussian bin Syed Junid**  
Group Chairman  
Media Prima