

MESSAGE FROM OUR GROUP MANAGING DIRECTOR

MANAGEMENT DISCUSSION AND ANALYSIS (MD&A)

What does it mean to be a media company in the 21st century? It means conquering one challenge, only to face a bigger and tougher one.

Our industry is in a constant state of flux, and economic uncertainties, technological advancements, changing consumer preferences, audience fragmentation, shifting advertising revenue, and the proliferation of artificial intelligence, fake news, and misinformation have compounded the complexities we face.

Amid the ongoing economic challenges impacting our revenue, particularly on advertising, I'm proud to share that the Group has successfully pivoted its business model, leveraging Media Prima's strength as an integrated media company to stay competitive and sustainable. We have turned the tide from years of losses to achieve consecutive quarterly profits since the third quarter of the financial year ending on 31 December 2020.

We've 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. Almost two decades ago, we boldly invested in our digital segments, anticipating and overcoming digital disruption, leading

us to become Malaysia's foremost digital publisher. We were one of the first media companies to offer a dedicated video streaming platform for our content in 2007.

As we progress, we remain undaunted by challenges like generative artificial intelligence, which we have already started integrating into our business operations. With unwavering confidence, I believe we can surmount any obstacle that comes our way given our track record to overcome challenges stemming from digital disruptions.

The road we're on requires constant reflection and resilience and we will adapt to these new realities. As an optimist, I believe in a truth that will never change and continue to carry us forward — our deep-rooted passion for our craft and a belief in the power to shape societies positively as Malaysia's leading and largest integrated media group.

Media Prima has been a cornerstone of Malaysia's media industry for many generations, shaping the local entertainment scene and keeping the public up-to-date with the latest news. At the heart of our success is our commitment to producing content that resonates with audiences across the country through multiple media platforms.

Our portfolio of popular brands spans across television, radio, print, commerce, out-of-home advertising and digital media. Through these channels, we reflect the voices and aspirations of Malaysians, while providing advertisers with access to a diverse and vast

audience. From award-winning dramas and documentaries, to popular reality shows and news programmes, Media Prima has delivered content that captures the attention and imagination of Malaysians from all walks of life.

We understand the importance of our role as purveyors of news, information, and entertainment. We take this responsibility seriously in delivering high-quality and wholesome content, upholding the principles of good journalism, and fostering informed public discourse on matters important to the *rakyat*.

In this Management Discussion and Analysis, we will provide an overview of our business performance over the 18 months from 1 January 2022 to 30 June 2023, as well as insights into our strategic priorities and plans for the future. Let's dive in.

STRENGTHENING THE FOUNDATION

Media Prima was established in 2001 with a vision to be Malaysia's largest fully integrated media company. Through organic growth and strategic acquisitions of media assets, the Group today reaches over 90% of Malaysian households. Media Prima's carefully executed strategies, amongst others, centred on becoming a premier content provider and distributor, allowing us to dominate the traditional media platforms and use it as the foundation to propel our digital expansions.

Given the historical importance of broadcasting and publishing, we have endeavoured to defend our leadership position through innovative content offerings to our audience. We have proudly served as the go-to source for news and entertainment content, captivating audiences across Malaysia through our broadcasting and publishing platforms. Our legacy is deeply rooted in being a trusted companion for Malaysians, with almost a sizeable majority tuning in to watch, listen, or read our diverse content.



We have turned the tide from years of losses to achieve consecutive quarterly profits since the third quarter of the financial year ending on 31 December 2020. ”

MOHD RAFIQ BIN

MAT RAZALI

Group Managing Director



MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)

Excellence in Broadcasting

Media Prima Television Networks (“MPTN”) captures the hearts and minds of Malaysians as the nation’s most-watched television network. In fact, nine out of the top 10 most watched television programmes in the country belonged to our stations (Nielsen, Total Audience Jan 2022 — June 2023). Our reach and relevance demonstrate the enduring importance that sets our channels apart. Our four television stations — TV3, TV9, 8TV, and ntv7 (DIDIKTV KPM) — commands over 38% of Malaysia’s television audiences.

The nation’s most popular channel, TV3, reached 34.4% (Malay 4+ audience) while 8TV garnered a 45.9% (Chinese 4+ audience) share. Meanwhile, TV9 audience share increased to 6.8% (Malay 4+ audience) thanks to an ongoing rebranding effort undertaken to boost its viewership. Meanwhile, ntv7’s DIDIKTV KPM, which provides free access to quality education in Malaysia, continues to be the go-to television channel for learning outside of the classroom.

Our prime time news programme *Buletin Utama* garnered an average of 3 million ratings, capturing almost 40% of Malaysia’s television audience. *Buletin TV9* extended its duration to one hour starting 1 January 2023 and grew its viewership as high as 552,000 viewers making it the number two most watched Malay news programme in the country. 8TV’s *Mandarin News* proved particularly popular among the Chinese audience with an average viewership share of 59%. Programmes like *Money Matters*, *Majalah Tiga*, *Malaysia Hari Ini*, *Women Talk and Helo Doktor* remain highly popular with the Malaysian audience. Additionally, crime-based documentaries *999* (TV3) and *Behind the Scams* (8TV) recorded audience shares of 50% (Malay 4+) and 66% (Chinese 4+) respectively.

Our diverse range of entertainment programmes captivated viewers from gripping dramas to thrilling reality competition shows. TV3’s *Akasia* slot featured the popular *Bisik Bisik Gelora*, attracting an average of 2.3 million viewers and a 42% share. Meanwhile, Lestary’s *Melur Untuk Firdaus* and *Akasia’s Kerana Cinta Itu Ada* secured average viewerships of 2.1 million (34% share) and 2.0 million (38% share) respectively.



Live entertainment shows proved to be a hit, with *Famili Duo* scoring an audience share of 59%, *Anugerah Juara Lagu* reaching a viewership share of 58%, and *Tonton Anugerah Drama Sangat* attaining 52% among Malay (4+) viewers. Meanwhile, 8TV dominated the Chinese (4+) audience’s preferences with shows like *This is my Showcase*, *Family Singing Show*, *Best of TVB*, and *CNY Showdown 2023*, all featuring in the top 10 highest audience share.



Media Prima is committed to producing popular content that resonates with audiences across the country.

We are also proud to see our content winning domestic and regional awards. From January 2022 to June 2023, we have received a total of 16 local awards including *Drama Terbaik Seri Angkasa* and one regional award for *Ejen Ali Season 3* for Best 3D Animated Series at the 27th Asian TV Awards.

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

2023 also marked the premiere of *Ejen Ali Season 3*, a co-production between Primeworks Studios, WAU Animation and Disney+ Hotstar. Building on the success of its Season 1 and 2, and *Ejen Ali The Movie*, Season 3 is the first Malaysian animation intellectual property to be co-produced with The Walt Disney Company.

Topping the Airwaves

The last 18 months were a vibrant period for Media Prima Audio (“MPA”) as we aim to deliver sustainable content value to audiences and improve our reach. We explored new ways to invest in our brands by focusing on innovative content which ultimately enabled us to improve our stations’ standing among listeners.

Based on Nielsen Consumer and Media View ("CMV") 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. 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.

Based on GfK RAM conducted in November 2022, our Chinese radio station, Eight FM, recorded 423,000 weekly listeners. Eight FM's *Breakfast Show* listenership for its broad and core target audience increased by 12,000 and 17,000 listeners respectively. Eight FM's *Drive Show* listenership for its core target audience gained 21,000 listeners. Eight FM's overall TSL has an increase of 1 hour 51 minutes.

In 2022, we launched our fifth radio station, Molek FM, with the tagline "Gu Pantai Timur". Molek FM aims to entertain communities in the East Coast of Malaysia through content that best represents the culture and traditions of people in that area. In less than a year, Molek FM was recognised as one of the emerging brands. Molek FM has gained 542,000 weekly listeners, an increase of 12% or 58,000 listeners over the previous GfK RAM conducted in November 2022. The number of listeners who only listen to Molek FM has increased significantly while maintaining the highest time spent listening ("TSL") for Malay radio stations, with an increase of 1 hour 31 minutes to 8 hours 35 minutes.

Pushing Boundaries On-Air

After much feedback from listeners, we rebranded Buletin FM to Kool 101 in July 2023 to better accommodate market demands. Kool 101 is a Malay talk radio station, targeting listeners in urban areas in the 25-44 years old age group. The number "101" on the station name refers to sharing knowledge on current day issues in a way that can be easily understood. It also reflects the station's frequency for listeners in the Klang Valley. The station also plays Malaysian adult contemporary music from the 90s to the present.

Hot FM attracted nationwide attention when it added new personalities among its announcers for the morning breakfast show. As prominent and famous figures in Malaysian popular culture, their appearances on our air waves generated substantial national interest and media coverage. This has allowed Hot FM to reach a new audience of listeners who may not have previously considered listening to the station via traditional broadcast and online.



Media Prima's Seindah Kasih x Jom Ronda was a Ramadan 2023 campaign which saw the delivery over 6,000 care packages across Peninsular Malaysia, with Panasonic Malaysia and 100PLUS as its campaign sponsors.

MPA pushed the bar further when we launched Malaysia's first artificial intelligence ("AI") radio DJ on Fly FM in June 2023. The AI DJ, Aina Sabrina, helmed a two-hour contemporary music show on Fly FM and was well accepted by listeners and advertisers alike. It did not take long for Aina to capture its first official sponsor, Calpis, Japan's cultured milk drink brand. The AI DJ was developed by an in-house team of production engineers.

MPA'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.

Beyond Print

As the leading publisher of Malaysia's three biggest daily newspaper titles — New Straits Times ("NST"), Berita Harian ("BH") and Harian Metro ("HM") — the New Straits Times Press (Malaysia) Berhad's ("NSTP") mission is to be the best provider of news and content that is relevant, compelling and attractive to readers and business partners. Though digital disruptions have impacted newspaper circulation globally, our readers continued to place their trust in us through our publications' online platforms.

By adopting a 'Digital First' approach, we have successfully strengthened NSTP's content offerings, safeguarding BH and HM's positions as Malaysia's most read online

news portals. Additionally, this approach has led to a significant increase in unique monthly visitors to NST's news portal. According to Comscore data as of June 2023, BH, HM, and NST collectively garnered a total digital population of over 3.8 million, 3.6 million, and 2.5 million monthly average unique visitors to their respective online platforms.

During the 18 months under review, NSTP continued its focus on three main strategies to improve profitability, including an aggressive cost management initiative to maintain a low operating cost environment, to enhance content offerings by focusing squarely on news and content generation both for print and digital, and to increase NSTP's readership and digital reach.

MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)

NSTP registered substantial savings in the period under review which were the results of implementing various business process improvement initiatives throughout the period. Among these initiatives include the relocation of the printing operations of the company's wholly-owned subsidiary, Print Towers Sdn Bhd, from Balai Berita Shah Alam to Balai Berita Prai in Pulau Pinang, contributing significantly to maintaining low operating costs.

We have taken the necessary steps to ensure minimal disruptions to our print operations. The expected delay in daily print newspaper distribution was mitigated with an earlier off-stone time for all titles, from 9pm previously to 6pm. Manpower resources were also restructured in line with operational requirements. Additionally, the earlier off-stone time resulted in improved content positioning between our print and digital platforms. Breaking news that occurs after off-stone are published on NSTP's online platforms.

We are committed to providing content that meets the expectations of a reputable news outlet. We prioritise speed in delivering stories while maintaining the accuracy of facts. Staying ahead of the competition, our publications offer exclusive stories and videos, catering to our audience's appreciation for quality visuals alongside well-crafted articles. By consistently delivering high-quality and engaging content, we have earned the trust and loyalty of our readers, solidifying our position as a leading news source in the digital landscape.

Moving forward, NSTP anticipates a challenging operating environment for the newspaper and media industry due to the ongoing global economic recession affecting advertising expenditure. To counter the impact of expected lower revenue, we will focus on enhancing business operation efficiencies and implementing prudent cost-saving measures. Concurrently, we remain committed to our digital initiatives, aligning with the preferences of today's consumers and advertisers. Our goal is to serve all Malaysians with high-quality, credible content across various domains, including news, information, lifestyle, and entertainment.

GOING FOR GROWTH

We are committed to investing in rapidly growing media platforms that will drive our success moving forward. These include our digital arm, REV Media Group ("REV") and out-of-home ("OOH") business, Big Tree. These segments have potential to deliver significant growth for the Group. In 2022, advertising revenue in Malaysia experienced a 13% increase, reaching RM6.0 billion. The digital advertising sector also saw a 13% surge, constituting approximately 62% of the total media budgets. Similarly, OOH advertising in Malaysia also experienced a resurgence according to the Outdoor Association of Malaysia after pandemic restrictions were lifted and normalcy returned.

REV's Digital Dominance

REV is Malaysia's leading digital publisher in Malaysia, representing over 35 top authority brands across multiple languages and platforms comprising news, entertainment, lifestyle, technology and more. We reach over 11.5 million mobile users which represents 54% of the country's total digital population.

We also surpass other prominent media groups in terms of audience reach within the Malaysian market, underscoring our competitive advantage and position us as a preferred destination for advertisers and partners seeking to effectively connect with a significant portion of the digital population in Malaysia.



At the MDA D Awards 2023, REV earned third place in the Grand Prix category.

The period under review saw REV brands, namely OHBULAN!, SAYS SEISMIK, and VOCKET, widen their social reach. Our overall engagements on Facebook and Instagram increased by 14.2%, while our TikTok followers grew by 53%. Our total page likes have increased by 75%, indicating a growing interest and engagement from our audience. Interaction and engagements on our TikTok channels have also seen a significant boost, with an increase of 77%. The number of video views on our TikTok content has risen by 67%, highlighting the growing visibility and appeal of our videos.

During Malaysia's 15th General Election in December 2022, our portal MyUndi ranked fifth in Google's Top Trending Search Keywords for the year. Moreover, we witnessed an average growth of 94% in traffic compared to the previous election. MyUndi achieved 43% of traffic from direct sources, a notable feat in an industry heavily reliant on social media sources for traffic.

Our performance in social media and influencer postings has seen substantial year-on-year growth of 27%. These figures underscore REV's strong position in the market and its ability to capitalise on the growing digital advertising trends, promising a bright future ahead.

Smart Collaborations

We formed partnerships with global and regional service providers to enhance content offerings, extend reach, and increase overall efficiencies. We teamed up with TikTok as media news partners for their lifestyle and news brands, enabling us to provide more value to our audiences with features like adding links to content. This partnership also includes internal traffic support and a dedicated representative for REV's accounts, giving us access to TikTok's vast user base and expanding our reach.

REV teamed up with Google to modernise their cloud infrastructure, resulting in increased scalability, improved reliability, and reduced costs. Adopting a serverless approach eliminates the burden of managing servers, leading to lower infrastructure and maintenance expenses. This strategic move allows REV to prioritise core business operations and enhance customer services. Additionally, the modern and efficient cloud infrastructure empowers REV to rapidly scale applications and services, meeting the demands of today's digital landscape.

Dattel Asia Group and REV partnered to launch REV Ad Manager ("RAM"), a tool SMEs can use for their ad campaign buys on REV's platforms, with target audiences based on strategic consumer insights. The partnership provides an opportunity for Malaysia's large SME market to leverage REV's mass network of audience at a very special rate with a guaranteed reach.

REV brands, namely OHBULAN!, SAYS SEISMIK, and VOCKET, have widen their reach with more exciting content across different platforms such as SEISMIK TV's popular series, 'Sambung Lagu Itu!' which aired on TV9.

REV has recently onboarded Looker as our primary data visualisation tool with the aim of promoting data literacy and driving data-based decision making across the organisation. This platform provides real-time visualisation and analysis capabilities that enable us to create custom dashboards and reports, providing us with valuable insights into our business.

New Technologies

REV introduced a new initiative to eliminate third-party cookie trackers and strengthen our first-party data. Internally, we implemented REV ID, a unified data backend, across our websites, apps, on-ground activations, and digital out-of-home partners. This advancement enhances our data collection and analysis, providing valuable insights into our audience and enabling us to offer more personalised experiences to our customers. With REV ID, we gain a deeper understanding of our audience, enhance targeting capabilities,

and deliver more relevant and engaging content to our customers.

We successfully launched the first phase of Single-Sign On ("SSO") across our group, centralising and securing audience login credentials from various entry points for our brands and platforms. This initiative aims to personalise content and user experiences for our audience while strengthening first-party data tied to login details. SSO simplifies the login process, making it easier for our audience to access content and services. It also empowers advertisers with improved targeting capabilities, ensuring more effective outreach to their desired audience. This milestone represents a significant advancement in our ongoing efforts to enhance audience engagement and data capabilities.

MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)

In 2023, we made significant progress in boosting our targeting capabilities and equipping our teams with advanced tools and insights, such as the implementation of sentiment and emotional targeting to REV's array of targeting products. This innovative approach utilises the rich contextual information present in our article content, enabling us to deliver advertiser display campaigns with greater efficiency. By understanding and targeting the audience's mood while reading, we can facilitate more precise and effective ad placements across REV's platforms. This development marked a major stride forward in optimising our advertising solutions and maximising their impact.

Growth Potential

We have taken proactive steps to ensure the long-term sustainability of our business, especially in anticipation of the cookieless future. Recognising the industry-wide shift towards more privacy-focused practices, we have made strategic investments in technologies that will future-proof our operations. By embracing these advancements, we are positioning ourselves as leaders in sustainability within our industry.

One significant area where we have focused our efforts is the optimisation of our first-party data collection. Currently, our platform boasts an active user base of over 27 million, with more than 3.7 million registered users. This substantial amount of first-party data provides us with a strong foundation for delivering personalised and targeted experiences to our audience. By leveraging this valuable asset, we can enhance our offerings and strengthen our competitive edge.

Our recent achievements showcase our industry relevance and competitiveness. At the MDA D Awards 2023, REV earned third place in the Grand Prix category, scoring 70 points. Notably, this category is usually dominated by agencies, emphasising the strength of our technology, products, content, and partnerships. We were also the sole publisher in the top 5, which highlights our value within the local industry.

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.

Outstanding Out-of-Home (OOH) Experiences

Big Tree's ability to adapt to the constantly evolving digital landscape has upheld our stature as the market leader in the Malaysian OOH advertising scene thanks to a resilient business continuity plan which enabled us to withstand the challenges posed by the Covid-19 pandemic on both global and local economies.

The period under review witnessed a drastic change in consumer behaviour following the trend of revenge spending and travelling to make up for lost time during the pandemic. This is especially apparent in the business of OOH advertising as advertisers are now eager to be seen outdoors, opening up opportunities for us to strengthen our position as the leading OOH advertising solutions provider in Malaysia. As a result, OOH advertising spending for Big Tree increased by 7% supported by the rising demand for Digital OOH which rose 21% for the first six months in 2023 as compared to the first half of the previous year.

2022 saw a renewal with one of our key concessions, RapidKL, for us to continue dominating the advertising space at the LRT Kelana Jaya Line and KL Monorail Line. On top of this, we practised asset premiumisation by upgrading our current assets with high-end digital capabilities. We upgraded five of our well-performing static unipoles located on major roads and highways into stunning premium digital screens. Big Tree saw exponential growth in DOOH where digital revenue more than doubled in 2022 compared to the previous year and reported a 31% increase from 2019's pre-covid digital revenue.

Big Tree established a stronger DOOH offering at a multiplex of market centres in the country, targeting corporate decision-makers, urbanites, shoppers and interstate and international travellers by means of brilliant resolution and interactive video advertising formats. In the 18 months, we launched five new premium digital assets CuBig @ Federal Highway, CuBig @ LDP (Damansara Utama), CuBig @ Jalan Damansara, CuBig @ Sunway and CuBig @ KL - Seremban Expressway.



Big Tree's KLCC Convex Crossing creates an outstanding presence on ceilings, walls and lightboxes to offer a 360 view-dominating immersive brand experience along the pedestrian tunnel linking Suria KLCC with KLCC Convention Centre and Aquaria KLCC.



In celebration of Ramadan and Eidul Fitri 2023, Media Prima released an exclusive romantic comedy film 'Seindah Kasih The Movie,' which was featured on the Tonton app.

In 2022, spectaculars and digital screens dominated the OOH advertising spending by 45% and 16% respectively. Understanding the high demand for spectaculars, we launched Spectacular Arch @ DUTA, an extensive static board that spans across eight lanes of the road on the New Klang Valley Expressway. We also upgraded our pillar wrap on the Federal Highway to a Spectacular Lightbox, arresting the eyes of millions day and night with better illumination.

Big Tree has taken a significant step towards enhancing OOH advertising in Malaysia by becoming programmatic-ready. Through a collaboration with Hivestack, we have enabled programmatic capabilities on a network of digital screens located in shopping malls, rail transit lines, and high-traffic commercial areas within the Klang Valley. This advancement allows us to architect more inventories that deliver high-tech advancements, enabling a tactical and diverse approach to OOH advertising. Our programmatic-ready digital screens now offer precise measurement of OOH campaign effectiveness by utilising a location-specific audience pool.

Pushing Boundaries with OOH

To solidify our position as Malaysia's top OOH advertising solutions provider, we amplified our online marketing with a strong social media presence. Through weekly case study sharing, we engage with internal and external stakeholders, showcasing creative OOH campaigns. We conducted a post-pandemic survey to assess OOH advertising effectiveness, incorporating the findings into our sales strategy for more informed advertiser decisions.



Since 2016, WOWSHOP has been providing Malaysians with products and services across television, online, and mobile platforms with the aim of upgrading their lifestyles and satisfying their requirements.

Additionally, 2023 saw another breathtaking innovation to our popular CuBig @ KLCC Junction named Premium Audio Timebelt @ KLCC Junction. This new crowd-pulling 1-minute advertising space provides advertisers an avenue to showcase their content with powerful audio and stunning anamorphic capabilities at the peak hour of 7pm for a greater, more cinematic brand experience on one of the busiest traffic light intersections in the Kuala Lumpur city centre.

Following the critical demand for digitalisation in the market, Big Tree has aggressively corresponded with a steadfast business plan that centres around asset premiumisation. As we progress, we will continue to upgrade well-performing static boards into impressive digital screens to allow for more creativity and online capabilities in OOH.

We will also continue to ensure a lean and premium OOH inventory through a rigorous site rationalisation plan to assure that all of our OOH media offerings meet current and future advertising demands. These robust business strategies are in-line with our mission to become an iconic OOH solutions provider architecting the landscape of

Malaysia. It complements our vision to offer cohesive and engaging OOH campaigns that seamlessly connect brands through highways, transits, shopping malls and digital platforms across the country.

NEW HORIZONS

Our Group's history demonstrates our ability to adapt to trends and technological advancements to bring us closer to our audience. We take this as an opportunity to venture into new revenue streams to ensure long-term sustainability through video streaming and e-commerce. Technological advancements often lead to change in audience and consumer behaviour. This has been significantly true in the way audiences consume content and consumers shopping for products.

MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)

Tonton, Malaysia's first and largest home grown video streaming service, underwent a significant transformation, releasing a brand new look and services on web, mobile and smart televisions.

Revisiting Tonton's Potential

Streaming services have become especially popular and prevalent among audiences in recent years, which presents an opportunity for Media Prima as Malaysia's largest provider of popular local content and video streaming service. Media Prima was one of the earliest in the region to offer video content online through its web site (2007) and later the introduction of Tonton in 2010.

Tonton, Malaysia's first and largest home grown video streaming service, underwent a significant transformation, releasing a brand new look and services on web, mobile and smart televisions. Among the key changes introduced include TontonUp, a brand new subscription service offering exclusive Tonton Originals and simultaneous release (day and date release) titles for audiences. TontonUp subscribers can catch the hottest

Korean and Japanese content within 24 hours from their home country telecast.

To celebrate the new Tonton, users were treated to special access to purchase tickets for Anugerah Juara Lagu 37 and Tonton Anugerah Drama Sangat. Tonton also hosted an exclusive online stream of both events. Off-screen, Tonton brought the cast of Tonton Originals content to meet fans at screening events of *Seindah Kasih* and *Irama Kita*, as well as *Studio Tonton Drama Sangat*, as a part of Karnival Jom Heboh.

Tonton worked alongside CJ ENM Hong Kong and tvN Asia, to serve as the Platform Partner for the *Cheongdam International High School Star Tour Campaign*. The show's two main actresses, Lee Eun-saem and Kim Ye-rim, were at the Meet and Greet to promote the high school suspense drama in Malaysia.

A New Wow for WOWSHOP

According to the Google, Temasek, and Bain and Company e-Economy SEA 2022 report, over 95% of urban digital users use e-commerce. Through our commerce arm WOWSHOP, we are investing more resources into increasing and enhancing our presence in this segment. Despite the tough economic climate, WOWSHOP remains a popular shopping platform with over 3 million registered customers. With more than 1,600 live shows produced annually, the platform offers a diverse range of over 30,000 items across various categories for sale.

To stay ahead, we developed a new strategic direction for WOWSHOP which focuses on three main pillars — defending its core TV commercial business, strengthening digital presence via e-commerce and expansion to new business streams which includes Live Commerce and In-house Brand development.

WOWSHOP successfully transformed traditional television homeshopping into a new, all-in-one business model, catering to commercial clients. By providing television airtime and value-added marketing solutions, we offer clients a platform to showcase their products and services to a ready and available audience. Since its launch, this new business unit has expanded its client base and recorded promising revenue potential for WOWSHOP, positioning us for continued growth and success.

We also ventured into developing our very own product lines to compliment WOWSHOP's existing product lines. We launched our first IP brand Le Nona, a collection of European Rose tableware sets and the product of a partnership with Nona, TV3's longest running flagship magazine programme for women. The product tie-in with one of the nation's leading television programmes provides instant brand recognition among its target market. The European Rose tableware set garnered sales of more than RM1.2 million and became the number one item sold by WOWSHOP in 2023.

In 2023, WOWSHOP's digital presence thrived, achieving a remarkable 40% boost in social media engagement compared to 2021. Our enriched internal content captivated audiences, expanding our follower base, while the E-Commerce and Mobile Commerce platform saw a surge, attracting 3.1 million visitors. Recognising the global trend of social commerce, we expanded our presence into TikTok Shop to drive sales and tap into the purchasing power of a younger demographic. 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.

To enhance the overall consumer experience, WOWSHOP is actively exploring system and service enhancements. We are focused on providing more payment options to simplify the buying process for customer convenience. Moreover, we are dedicated to upgrading and enhancing our website and mobile application systems to offer a seamless and user-friendly experience for our customers.

These improvements have not only contributed to increased sales but have also expanded our customer base and extended the reach of our brand. By continually refining our systems and services, we aim to maintain our position as a leading shopping platform and deliver unparalleled satisfaction to our valued customers.

To stay ahead and drive growth, WOWSHOP will capitalise on digital expansion and explore new revenue streams. With a focus on removing barriers for customers through diverse shopping options, we are committed to accelerating our strategic direction to capture more customers and boost revenue.

EMPOWERING ADVERTISERS WITH 360 SOLUTIONS

Our strategic move to centralise the Group's sales and marketing functions under Media Prima Omnia ("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 maximise 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.

Successful Brand Partnerships and Campaigns

Omnia's expertise in raising brand awareness and engaging target audiences takes an integrated approach that leverages Media Prima's multiple platforms and mass audience reach. This is evident through the successful integration of our clients' brands into our content offerings. For example, our Tonton Original Movie, *Irama Kita*, which tells the story of four aspiring musicians pursuing their dreams, incorporated elements that helped our client F&N reach its target demographics effectively.

Released on 22 February 2023, *Irama Kita* was sponsored by F&N, a household name and a market leader in the beverage industry. The idea was to create a campaign ecosystem that attracts the attention of the Gen Z audience by seamlessly integrating their lifestyle characteristics and F&N brands together. Leveraging the extensive reach of Media Prima's platforms, the movie harnessed the collective strength of television, DOOH (Digital Out-of-Home), digital and social media advertisements and electronic direct mailers ensuring maximum exposure.

Omnia has also been successful in integrating our clients needs in platform centric programmes that targets specific market demographics. Many brands have leveraged our popular television programmes to reach audiences. Garnier, a renowned cosmetics brand, collaborated with Omnia for four consecutive years on television dramas *Serikan Hatimu* and *Menawan Impian* to boost market share. Other programmes like *Master In The House Malaysia*, *Ultimate Dance Crew* and *Helo Doktor* also attracted major advertisers. Customised content like *PediaSure Grow to Great* was also able to reach a sizeable audience on TV3.



YB Chairman of the Education, Information and Communication of Johor State Legislative Assembly (centre) and Group Managing Director of Media Prima (centre right) visited Karnival Jom Heboh at Puteri Harbour, Johor Bahru.

MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)



Media Prima's Board of Directors and Senior Management team worked closely to strategise the Group's 3-year business plan which focuses on three strategic pillars that will steer our trajectory towards growth.

On digital, Gamuda Land's *Through Your Lens* campaign was a collaboration with REV to drive footfall to their townships through short-form video submissions. Content was curated for a three month campaign, utilising holistic full funnel strategies that emphasised on mobile-first content and short-form video entries. The campaign garnered over 5.5 million total reach across Facebook and Instagram, and over 162,000 social engagements with positive audience sentiments towards the campaign. Similar campaigns were executed for other advertisers using a diverse range of digital content to increase brand awareness and call to action.

The popularity of our radio brands have also captured the attention of advertisers. The *Piknik Hot* campaign, a collaboration between Hot FM and Southeast Asia's leading bread

manufacturer, Gardenia, was a phenomenal success for both brands. Drawing a turnout of over 25,000 across four locations, the campaign garnered the attention of six million listeners over six weeks, along with almost 200,000 social media interactions and over five million video views. Other successful content collaborations for Media Prima Audio include Hot FM's partnership with Tune Talk in the production of the reality show *Lagu Cari Tuan*, and with Yayasan Budi Ihsan Malaysia on the production of *Qurban* for Hari Raya Aidil Adha which was featured on our Malay based radio stations.

Our OOH assets also saw the return of advertisers following years of limited activities due to the Covid-19 pandemic restrictions. Consumer electronics brand Sharp utilised Big Tree's Spectacular Arch, our largest OOH asset located at Malaysia's busiest Federal Highway,

generating significant impact for Sharp's new Aquos XLED TV. Other clients like Takaful Malaysia also returned with a compelling Malaysia Day campaign named *Di Hati Ku*. The campaign showcased a Spectacular Arch and Unipoles at prominent Malaysian expressways, including NKVE, MEX, Elite, and Penang, dominating the landscape and effectively reaching their target audience.

On-ground Activation

The iconic and trailblazing Karnival Jom Heboh achieved a new milestone in 2022 when it was awarded “Longest Running Outdoor Carnival for 19 years (since 2003)” by the Malaysian Book of Records. Karnival Jom Heboh was held around Malaysia including Putrajaya, Terengganu and Johor, with support from Paynet and DuitNow as our anchor partner. Each location saw approximately 100 participating brands with an average of 300,000 visitors per location.

The iconic Karnival Jom Heboh returned again in June 2023, kicking-off in Shah Alam which recorded over 360,000 visitors. The Shah Alam event featured several exciting highlights including TV3 celebrating their 39th anniversary with visitors and loyal viewing fans on-ground with various activities and interactions with the crowd.

Our award shows continue to stay relevant with audiences. Our flagship awards show, Anugerah Juara Lagu, is the longest and most prestigious music award show in the country honouring singers, composers and lyricists. The 37th edition, whose main sponsor was cosmetics brand Alha Alfa Cosmetics, recorded over 2.6 million viewers (50.2% audience share), and was broadcasted across multiple platforms. 2023 also saw the introduction of a new award show — Anugerah Ikon Sukan, which involved Harian Metro, TV9, and Hot FM. Anugerah Ikon Sukan is the people’s choice award for outstanding sports achievements for the year. Sponsored by Gardenia, CIMB and Universiti Kebangsaan Malaysia, the awards honoured the achievements of Malaysian sportsmen and women. It reached 900,000 unique viewers on television and 1.7 million social engagements throughout the duration of the campaign.

Another campaign, Media Prima’s Jom Ronda, gained traction and popularity due to its ability to reach communities and neighbourhoods. Jom Ronda brought brands directly to their desired audiences through sampling activities in targeted areas and residential neighbourhoods, taking brands on ground and directly to reach their target consumers. In 2022, we executed three successful roadshows nationwide with support from the brands Redoxon, Listerine and F&N. In 2023, Panasonic Malaysia came on board as the campaigns main sponsor with almost 200 locations visited by the Jom Ronda squad during the Ramadan period.

Championing the SME market

Omnia’s commitment to accessibility for clients is evident in the creation of boost packages, offering specially curated affordable options to attract smaller scale advertisers. These packages allow clients to tap into Media Prima’s extensive range of platforms and reach their target audiences. The focus on frequency in these packages ensures optimal brand awareness, enticing smaller businesses to take advantage of the opportunity.

In-line with our initiative to support SMEs and boost their business growth, Omnia featured the Jom Iklan booth at Karnival Jom Heboh. The booth showcased various packages across Media Prima platforms, providing SMEs with the opportunity to promote their businesses effectively and reach a wider audience.

As a testament to our commitment to supporting SMEs, Omnia has become an event sponsor for the Platinum Business Awards (PBA) 2023. The awards event serve as a platform for SMEs operating in the northern region to benchmark their capabilities and performance, offering them greater exposure and recognition. During events held in Penang and Ipoh, the audience was guided through the award nomination process and had the opportunity to witness presentations by major event sponsors, including Omnia.

After a strong 2022, Omnia continued to strive in the first two quarters of 2023 with reappearances of fan favourites, iconic new ideas and reaching new audiences. With 2023 starting in an exciting way, Omnia is set to have a fruitful year leading into 2024.

WHAT’S NEXT?

For the 18 months period, we achieved a revenue of RM1.4 billion and a profit after tax (“PAT”) of RM67.3 million despite the challenging business environment and softer advertising market conditions. We are proud of our progress and diligent efforts to maintain our leadership positions. With strong brands, extensive reach, and innovative content, we are confident in continuing to resonate with our audiences.

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.

On that note, we are pleased to announce that the Board of Directors has declared a single-tier dividend of 1.5 sen per ordinary share for the financial period.

We recognise the need for constant transformation and have embraced it with humility and an open mind. As we reflect on our journey, we acknowledge the valuable lessons learned and the unyielding spirit that propels us forward.

PwC’s 26th Annual Global CEO Survey found that forty percent of global CEOs think their organisation will no longer be economically viable in ten years’ time, if it continues on its current course. Most of those CEOs feel it’s critically important for them to reinvent their businesses for the future. We must scan the horizon for growth.

I am pleased to present Media Prima’s 3-year business plan that focuses on three strategic pillars that will steer our trajectory towards growth. These pillars, namely content boost, inventory premiumisation, and the exploration of new revenue streams, are designed to harness the synergy of our Group’s technological prowess, data-driven insights, and exceptional pool of talents. Our strategic roadmap underscores our commitment to cultivating enduring shareholder value, fortifying the bedrock of business sustainability, and capitalising on our standing as an integrated media group.

THANK YOU!

This is what it means to be a media company in the 21st century. It means being a trailblazer in the ever-evolving media industry. It means harnessing the power of technology and creativity to reach audiences far and wide, delivering captivating stories and experiences that resonate with people from all walks of life. At Media Prima, we thrive on adapting and innovating to stay ahead in this exciting and dynamic landscape.

I want to express my sincere gratitude to our shareholders, employees, stakeholders and partners for their unwavering support as we navigate these turbulent times. Your belief in Media Prima has played a key role in the Group’s success.

We are fully aware of the challenges that lie ahead, but we remain steadfast in our dedication to the media industry, our audiences, and the principles that guide us. Together, we will overcome these challenges, transform them into opportunities, and emerge stronger, ready to shape the future of the media industry.

With gratitude and determination,

Mohd Rafiq bin Mat Razali
Group Managing Director
Media Prima