

# Message from Our Group Managing Director

## Management Discussion and Analysis



**If the media industry were a reality television show, it would be a high-stakes game of survival where the ability to adapt to the unpredictable is the route to the ultimate prize.**

The global economic slowdown, geopolitical tensions, and the ever-evolving digital landscape have created a perfect storm of challenges. Big tech companies are downsizing, social media platforms like TikTok are attracting massive audiences, and streaming giants like Netflix are entering the advertising arena, intensifying competition for local media outlets. These factors have led to changing consumer behaviours, reduced spending on local content and talent, and a scarcity of specialised skills.

However, I believe that Media Prima is a seasoned player in the media landscape — we weathered storms before and emerged stronger. With a proven track record of adaptation and innovation, we have consistently delivered modest quarterly profits throughout the year, even amid these challenges.

Our resilience is rooted in our 3-year business plan focused on content enhancement, asset premiumization, and the development of new revenue streams. Our commitment to delivering high-quality, engaging content across all platforms remains unwavering.

**Mohd Rafiq  
Bin Mat Razali**  
Group Managing Director

We are investing in our digital capabilities and harnessing the power of AI, which we believe is bringing a new dimension to the industry and providing opportunities to reach new audiences and to monetise content more effectively.

While the short-term outlook may be challenging, we are confident in our long-term prospects. Our strong brand recognition, loyal audience, and dedicated team provide us with a solid foundation to not only navigate these turbulent times, but to actively seek and seize emerging opportunities. We are committed to turning challenges into catalysts for innovation and growth.



**Our strategy is clearly paying off — we’re achieving record-high television viewership, our radio network leads the industry, and NSTP’s online audience remains the country’s strongest.**



As a leading force in the media industry, reaching over 98% of Malaysian homes, we understand our responsibility to entertain, educate, inform and inspire. This commitment, coupled with its adaptability and forward-thinking approach, positions us to thrive in the ever-changing media landscape. Our longevity is testament to our abilities. Throughout the financial year, we have witnessed newer entrants to the content and media industry in Malaysia either scale back or close their operations entirely.

In this Management Discussion and Analysis, we provide an overview of our business performance over the financial year from 1 July 2023 to 30 June 2024, as well as our strategic priorities for the future.

## COMPETITIVE ADVANTAGE TO THE FORE

Media Prima’s legacy as a leading provider of news and entertainment is deeply ingrained in the fabric of Malaysian society. Our competitive edge in producing content that continues to resonate well with our audience has enabled us to prosper in good times and remain resilient during challenging ones. Despite a plethora of options for consumers, Media Prima’s broadcasting and publishing platforms have long served as trusted companions for Malaysians, capturing the hearts and minds of a significant majority who turn to us for information, entertainment, and cultural connection.

We are committed to upholding this legacy by defending our leadership position through strengthening our flagship brands and platforms, including Media Prima Television Networks, Media Prima Audio, and The New Straits Times Press (“NSTP”). The infusion of AI and adoption of new technologies for audience engagement has brought new life to what were often labelled as ‘traditional media’. Our strategy is clearly paying off — we are achieving record-high television viewership, our radio network leads the industry, and NSTP’s online audience remains the country’s strongest.

Media Prima has and will continue to invest in high-quality content creation, cutting-edge technologies, and strategic partnerships that ensure our offerings remain relevant, engaging, and resonate deeply with our diverse audiences. Simultaneously, we have explored new avenues for growth, leveraging our deep understanding of the Malaysian market and our unwavering commitment to innovation. The impact of our efforts are reflected in our platform’s performances.



With over 300,000 people in attendance at every location across six states, Karnival Jom Heboh has become a significant cultural event.



## KUNJUNGAN DIRAJA AGONG & RAJA PERMAISURI CEMAR DULI KE SRI PENTAS

TUNGGAL PERKHIDMATAN MESRA RAKYAT BAGI MENDAPATKAN PELBAGAI MAKLUMAT BERKENAAN 17 JANUARI 2024

### Television Networks: Unrivalled Viewership and Content Excellence

Media Prima Television Networks ("MPTN") continues to solidify its position as a leading broadcaster with our ratings at a record high, boasting a combined audience share of over 50% (total 4+) across its four channels, namely TV3, TV9, 8TV, and ntv7. This success is driven by a diverse range of engaging content, strategic partnerships, and a commitment to innovation. According to Nielsen ratings, TV3 retained its dominant position with a 42.8% share of the Malay audience (Malay 4+), while TV9 strengthened MPTN's Malay 4+ portfolio with an 8.3% audience share, becoming the second most-watched channel in Malaysia.

Suffice to say, we have entrenched ourselves as the country's most dominant television broadcaster. Nielsen ratings also demonstrated TV3's programming strength, with its shows consistently dominating the ranking among the top 50 most-watched programmes nationally. The only other channel that competes with TV3 belongs in our stable of brands. MPTN's 8TV remains the dominant choice for Chinese viewers, capturing an impressive 56.8% audience share (Chinese 4+). Put simply, one in two Malaysians watching Chinese programming chooses 8TV.

### Media Prima Television Networks continues to solidify its position as a leading broadcaster with our ratings at a record high, boasting a combined audience share of over 50%

Our news broadcasts continue to hold a prominent position as the go-to source for information and up-to-date news coverage. According to Nielsen audience figures, 'Buletin Utama' achieved an average of 2.6 million viewers and a 60.4% audience share (Malay 4+), 'Buletin TV9' reached more than 400,000 viewers and captured a 12% share (Malay 4+), while '8TV Mandarin News' maintained its leadership position among the Chinese with over 1 million viewers and a nearly 70% share (Chinese 4+). MPTN also achieved a record-breaking viewership for 'Buletin Diraja,' a special news segment co-anchored by the 16<sup>th</sup> King and Queen of Malaysia, which recorded over 557 million views across all digital platforms.

### Viewership Highlights



TV3 achieved

**42.8%**

share of  
Malay audience



**2.6 million**

viewer average for  
'Buletin Utama'








Record breaking

**557 million**

digital views for  
'Buletin Diraja'

These statistics reflect our news broadcasts' unwavering popularity and consistent audience growth, and is testament to our commitment to delivering accurate, reliable, and engaging news content to our viewers.

Among television viewers in Malaysia, drama shows hold a special place in their hearts. Our diverse range of local drama entertainment content, including popular shows like 'Aku Bukan Ustadzah' (2.7 million viewers; 68% audience share Malay 4+) and 'Rindu Kasih 2' (2.6 million viewers; 57% audience share Malay 4+), contributed to strong audience engagement. Our two primary drama slots on TV3, Akasia and Samarinda, are amongst the highest watched across all television channels in Malaysia.

Popular drama programmes on TV3	
Average viewership (Malay 4+)	Audience Share (Malay 4+)
 <p><b>Akasia: Aku Bukan Ustadzah</b></p> <p><b>2.7 million</b></p>	<p><b>68%</b></p>
 <p><b>Samarinda: Rindu Kasih 2</b></p> <p><b>2.6 million</b></p>	<p><b>57%</b></p>
 <p><b>Akasia: Wanita Syurga</b></p> <p><b>2.4 million</b></p>	<p><b>62%</b></p>
 <p><b>Samarinda: Lelaki Itu</b></p> <p><b>2.2 million</b></p>	<p><b>54%</b></p>
 <p><b>Samarinda: Menanti Senja</b></p> <p><b>2.2 million</b></p>	<p><b>51%</b></p>

Reality-based television programming has proven to be an enduring and consistently popular genre, captivating audiences worldwide. TV3's 'Famili Duo 2023', reigned as an entertainment powerhouse. The final episode captivated 3.7 million viewers (Malay 4+) and achieved a remarkable 1.22 billion reach across digital platforms. 'Family Duo' is a Malaysian reality television show featuring popular celebrities with their family members demonstrating their singing talents. The show's ratings significantly surpassed those of rival reality programmes.

Other popular shows that excelled in this genre include 8TV's 'Family Singing Show S4' which reached a 67% share with over 750,000 (Chinese 4+) viewers while 'A New Journey S10' captivated nearly 1 million viewers with the highest audience share at 73%.

Our commitment to high-quality content extends to prestigious events like 'Anugerah Juara Lagu 38,' ("AJL") which has reached 6.4 million (Total 4+) viewers, a 13% increase compared to AJL 37, setting a record high since 2021. The event's exclusive streaming on www.tonton.com.my and the Tonton app also saw a significant 153% increase in viewing hours, with social media engagement surging by 39.3%, totaling 3.2 billion impressions and trending for three consecutive days. Another awards based programming, 'Anugerah Bintang Popular BH' also performed exceptionally well with a 58% audience share (Total 4+).

In addition to their enthusiasm for entertainment, Malaysians also demonstrate a strong affinity for factual content-based programming, particularly documentaries and talk shows. TV3's documentaries '999' and '999 Khas' captured close to 40% audience share (Total 4+). The station's popular documentary, 'Majalah 3', which has been on air since 1987, remains popular with multiple generations of viewers recording 37% audience share (Total 4+). Other notables for the year include the return of TV9's morning talk show, 'Nasi Lemak Kopi O,' which has proven to be a resounding success, drawing over 6 million viewers since its January 2024 relaunch. The programme, along with TV9's 'Ikon Lokal', has not only attracted new audiences but also advertisers from small and medium enterprises.

Another programme that grew in popularity among our viewers was 'Journey to Homeland S2' which captivated over 900,000 viewership and 71% audience share (Chinese 4+).

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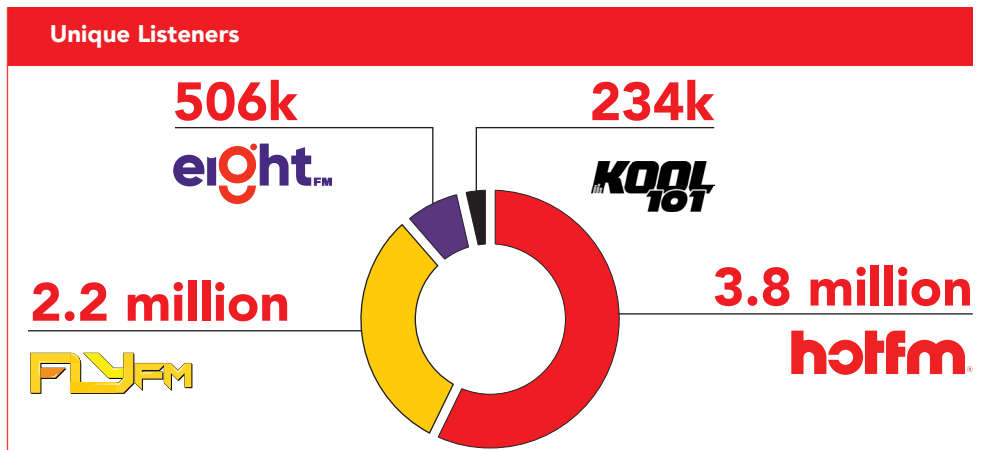
MPTN celebrated significant milestones in 2024, reflecting our brands' enduring legacy and continued innovation. TV3 commemorated its 40<sup>th</sup> anniversary with the theme 'Inspirasi Generasi,' showcasing its pioneering spirit and commitment to delivering engaging content for generations. The festivities included a collaboration with Telekom Museum's Digital Art Gallery and Yayasan Telekom Malaysia, along with concerts featuring renowned artists, further solidifying TV3's iconic status. Over twelve thousand visitors attended over a period of two weeks. Additionally, 8TV marked its 20th anniversary with a star-studded Gala Night, announcing exciting new partnerships and featuring performances by renowned artists. These anniversaries not only celebrated past achievements but also set the stage for future innovation and growth within MPTN.

Moving forward, MPTN's future strategy focuses on maintaining platform leadership and optimising content sales. Key initiatives include enhancing content windowing, building partnerships for film distribution and production, and leveraging AI-powered tools for faster turnaround. We believe there is much to look forward to and potential to be realised for MPTN.

### Pioneering the Future of Radio

The radio broadcasting segment in Malaysia is facing intense competition, further exacerbated by the ever present online streaming platforms alternatives. In this landscape, MPA has achieved remarkable success, surpassing its once-dominant competitor to become Malaysia's leading broadcaster. MPA's strategies, which include investing in talents, improving operational efficiencies while adopting AI and new technologies for better audience engagement has yielded the desired results.

MPA is reshaping the Malaysian radio landscape through strategic innovation and audience engagement. Its diverse portfolio of brands — Hot FM, Molek FM, Kool 101, Fly FM, and Eight FM — has achieved remarkable growth, collectively capturing over 38% audience share with a cumulative audience reach of over 5.6 million.



\* Nielsen Consumer and Media View Radio Listenership Survey January - December 2023

Hot FM's strategic investments in talent and content have paid off, commanding 3.8 million weekly and 4.6 million monthly listeners to become Malaysia's number one radio station. We are extremely proud of this achievement which is testament to Hot FM's refreshed lineup and engaging content.

The station's innovative spirit shines through in campaigns like 'Bekpes Hot vs JDT', a football match against Johor Darul Ta'zim FC that captivated audiences on and off the field. Highlights on YouTube's Hot TV channel garnered an impressive 2 million engagements and over 200,000 views, while nearly thousands of fans filled the stadium to experience the action live.

Further demonstrating its creative prowess, Hot FM's morning show 'Bekpes Hot' etched its name in the Malaysia Book of Records with its groundbreaking 'Mission Impossible' live broadcast. This feat reached over 2 million people and amassed 27 million views on social media, solidifying Hot FM's position as a trailblazer in the industry.

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Fly FM remains the second most popular English radio station in Malaysia, with a 2% increase in weekly listenership. The station's morning crew have captivated listeners with their engaging segment 'Accent-dentally' which garnered over 6.2 million views and 507,000 engagements. Pushing the boundaries of traditional radio, Fly FM delved into the vibrant world of Malaysian hip-hop with a captivating digital video hosted by Ryan Matjeraie and local artist Sonaone which accumulated 1.9 million views, 253,000 engagements, and nearly 3 million impressions.

Kool 101, formerly Buletin FM, achieved a 22% increase in weekly listeners after a successful rebranding and a focus on social and current affairs. Replicating the success of Hot FM, we introduced new programmes led by prominent personalities like Datuk Aznil Nawawi, Jamal Jamaluddin and Hazeman Huzir, which has significantly contributed to its growing audience.

Molek FM further solidified its dominance on Malaysia's East Coast, increasing its weekly listeners by 42%. The station's flagship shows, 'Molek Pagi' and 'Molek Petang,' saw impressive growth of 60% and 33%, respectively.

Eight FM celebrated a significant milestone by surpassing 500,000 weekly listeners. Innovative campaigns like the 'Eight FM 881 Talkshow' engaged audiences and propelled the station's growth.

MPA's achievements reflect its dedication to pushing the boundaries of radio broadcasting. By delivering engaging content, nurturing talent, and prioritising social responsibility, we continue to lead the way in the Malaysian radio industry.

### Charting a Course for the Future of News

In 2024, The New Straits Times Press (Malaysia) Berhad (“NSTP”), publisher of Malaysia’s three major news brands — New Straits Times (“NST”), Berita Harian (“BH”), and Harian Metro (“HM”) — continued its legacy of shaping the national narrative through trusted news and community building.

Our readership is stronger than ever as NSTP strategically navigates the digital landscape, expanding its reach and engagement across diverse platforms. This approach allows our brands to resonate with audiences across generations. Our core strategy is simple — meet our readers where they are, adapting our content to seamlessly integrate into their digital lives.

We’ve amplified NSTP’s social media presence, adding TikTok and WhatsApp channels, and growing our online following by 20% to 25.4 million.

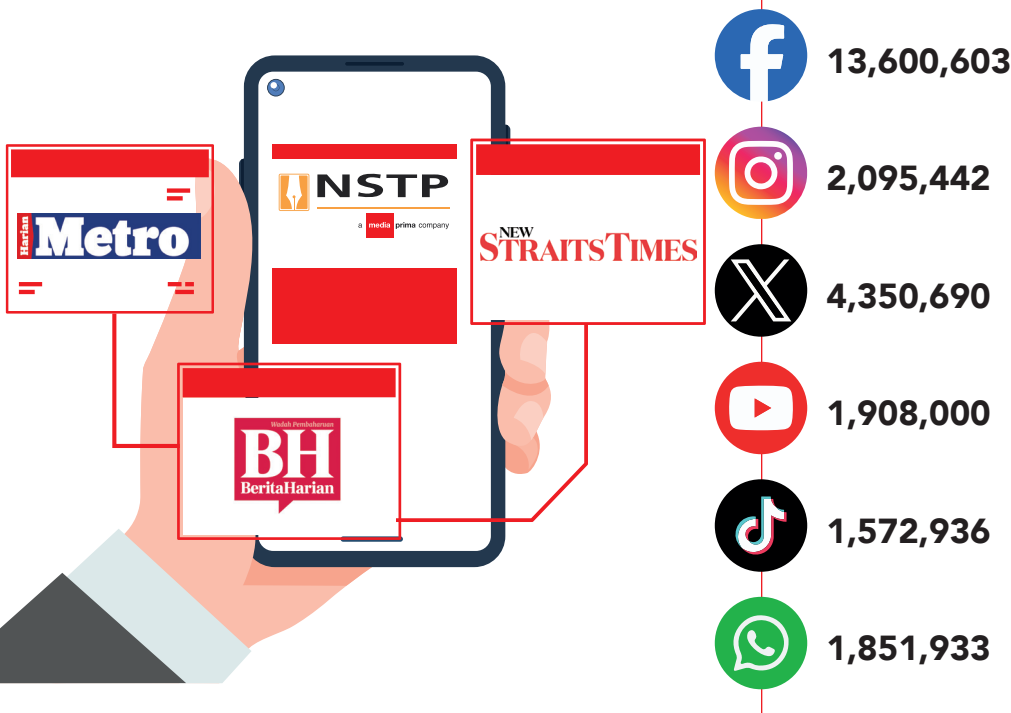
While embracing digital advancements, we remain dedicated to our print publications, acknowledging their enduring significance in Malaysia’s media landscape. We will revitalise layouts and introduce fresh content to better serve our loyal readers and attract new audiences.

The challenges of the ever-evolving media world are opportunities for growth and innovation. We stand firm in our commitment to upholding journalistic integrity, engaging readers, and shaping the future of media in Malaysia.

#### NSTP’s Social Media Presence

↑ **20% increase**

NSTP total social media followers **Over 25 million**



### Market Leadership through Client-Centric Innovation

OMNiA is dedicated to achieving market leadership by combining proven strategies with innovative, client-tailored solutions. Our award-winning approach is rooted in collaboration and building lasting relationships, particularly with high-potential SMEs and regional businesses. We continuously refine our core offerings while seeking new opportunities for growth and market expansion.

We have proactively adapted to evolving advertising trends by significantly increasing our focus on the SME segment. This strategic shift has yielded significant growth for the Group, with a 20% increase in SME revenue in FY24. Our commitment to empowering SMEs is evident through various initiatives, such as the SME Open Day at Sri Pentas, which provided exclusive media solutions and partnerships to 120 new clients. Additionally, we collaborated with Dattel Asia Group to launch OHSEM360, a platform designed to furnish SMEs with state-of-the-art technology and marketing tools.

NSTP’s unwavering commitment to journalistic excellence was recognised with numerous awards, including the prestigious Kajai Award and five awards at the MPI-Petronas Malaysian Journalism Awards.

As we look to the future, digital transformation remains at the heart of NSTP’s strategy. We’re committed to continuous innovation across all platforms, leveraging the strengths of both traditional and new media. This includes expanding our digital footprint by monetising popular podcasts and enhancing website features for a more immersive user experience. We recognise the power of social media and will invest in creating interactive and thought-provoking content that fosters meaningful public discourse.

We ran partnership programmes with RICHWORKS, including the SME Open Day x BBB (Bina Bisnes Berjaya) event with 145 participants and the Millionaire Marketing Mastery (“MMM”) Programme with 200 participants and 98 confirmed client partnerships. We also launched the Media Prima Biz Alliance to provide extensive media exposure to Chinese SMEs and partnered with established associations to drive membership growth.

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Collaboration is a cornerstone of OMNiA's strategy. We foster open communication and develop creative solutions through regular workshops with clients and agencies. Festive campaigns like 'Ride the Dragon' during Chinese New Year and 'RaRa Klasik Fantastik' during the Ramadan-Raya season exemplify our dedication to providing valuable content and collaborative opportunities.

OMNiA's relevance extends to major brands like Shopee, TikTok, and Huawei. Our partnerships have yielded impressive results, including record-breaking live shows, award-winning campaigns, and successful product launches.

The partnership with Shopee involved three live shows aired on TV3 and the Shopee app, allowing audiences to shop online while enjoying live performances. The 'Shopee Ramadan Show 2024' achieved the highest ratings among the three shows, reaching over 2 million viewers.

Notably, our collaboration with TikTok on the TV3 x TikTok Awards Malaysia exceeded expectations, garnering more than 4.1 million viewers on TV3 and attracting major advertisers like HONOR, Foodpanda, F&N Teh Tarik, and U Mobile.

OMNiA's successful collaboration with Huawei, marked by the launch of new products and support for various campaigns, further exemplifies its ability to partner with iconic brands to introduce innovative offerings to the market.

Our annual Karnival Jom Heboh ("KJH") is a testament to our ability to create impactful events. With over 300,000 people in attendance at every location across six states, KJH has become a significant cultural event, drawing support from all state governments and earning recognition from the Malaysia Book of Records.

OMNiA remains committed to growth and innovation. Moving forward, we will continue to provide integrated solutions that maximise returns on advertising and promotional expenses, explore partnerships in emerging areas like ESG (environment, social and governance), ageing, and DEI (diversity, equity and inclusion), and leverage AI-driven solutions to enhance our offerings. Through these strategic endeavours, OMNiA aims to solidify its leadership in the media and marketing landscape, delivering exceptional value to clients and partners.



The TV3 x TikTok Awards Malaysia garnered more than 4.1 million viewers on TV3 and attracted major advertisers.

### CAPTURING A NEW GENERATION OF AUDIENCE

The digital revolution is reshaping the way we consume entertainment. Recognising this change, we are committed to staying ahead of the curve, harnessing technology to transform the way we connect with our audience.

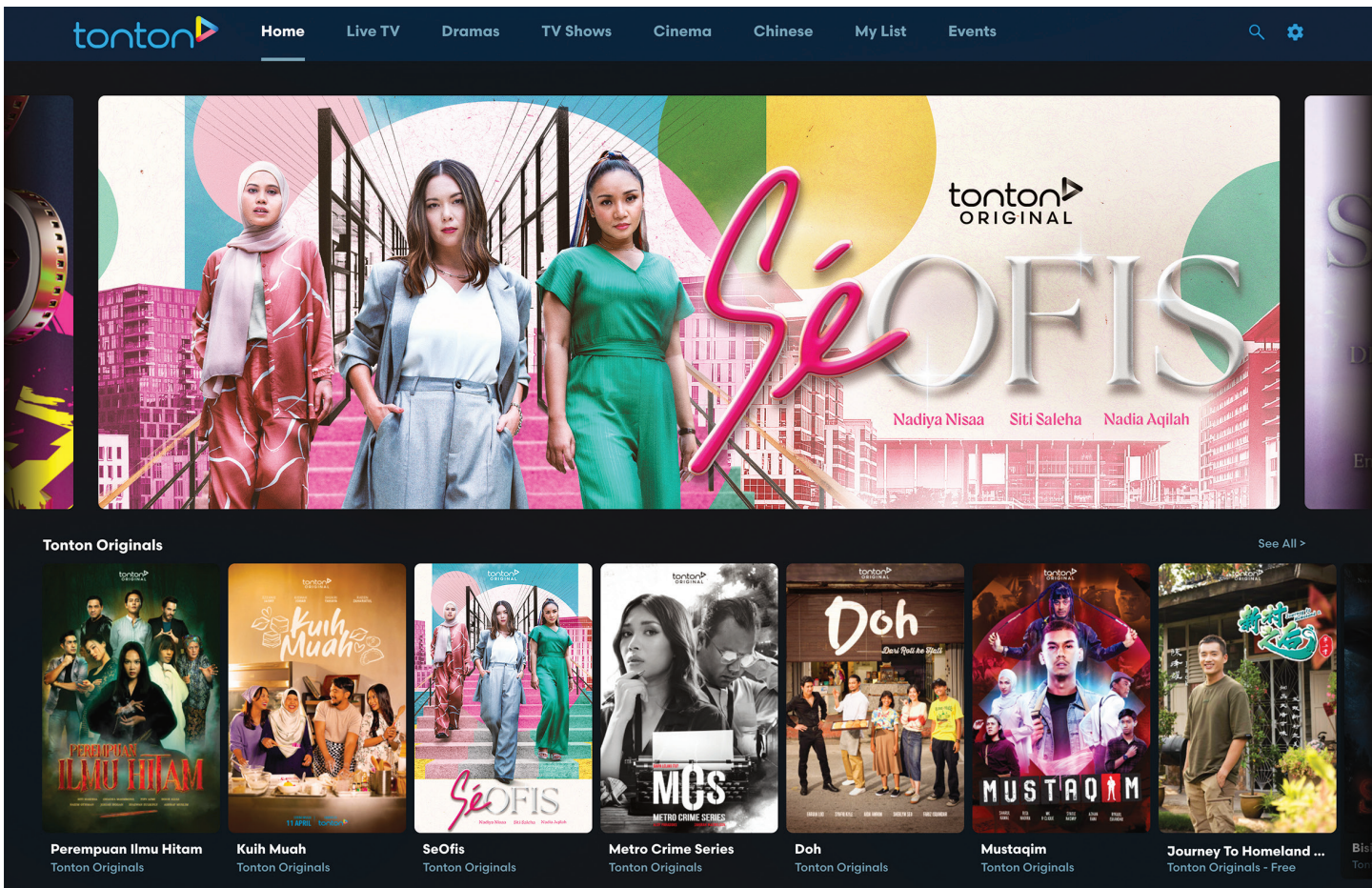
We envision a future where our brands and content are synonymous with cutting-edge entertainment and seamless online experiences, capturing the hearts and minds of a new generation of Malaysian audiences.

#### Expanding Reach and Content Diversity

We have a history of creating compelling content that Malaysians love through our beloved brands across multiple platforms. As Malaysians increasingly turn to their devices for news, entertainment and information, it is crucial that we are omnipresent to reach all audience segments.

In 2007, we launched our first video streaming platform known as Tonton today. We believe that Tonton is poised for exponential growth and the widespread adoption of 5G connectivity will further accelerate this trend, making high-quality streaming on the go more accessible than ever.

We are investing heavily in Tonton, expanding our content library with engaging originals and local productions that resonate with Malaysian viewers. We are also optimising the platform for mobile-first consumption, ensuring a seamless and enjoyable viewing experience across all devices.



Tonton’s success is attributed to its captivating mix of local and international content.

In 2024, Tonton solidified its position as a leading Malaysian streaming platform. The launch of Tonton’s Smart TV apps sparked a significant increase in Smart TV viewership, demonstrating a significant shift in how Malaysians consume contents. This remarkable growth was further accentuated by a 100% increase in unique viewers and a 400% increase in video views, highlighting Tonton’s expanding reach and the widespread appeal of its diverse content library.

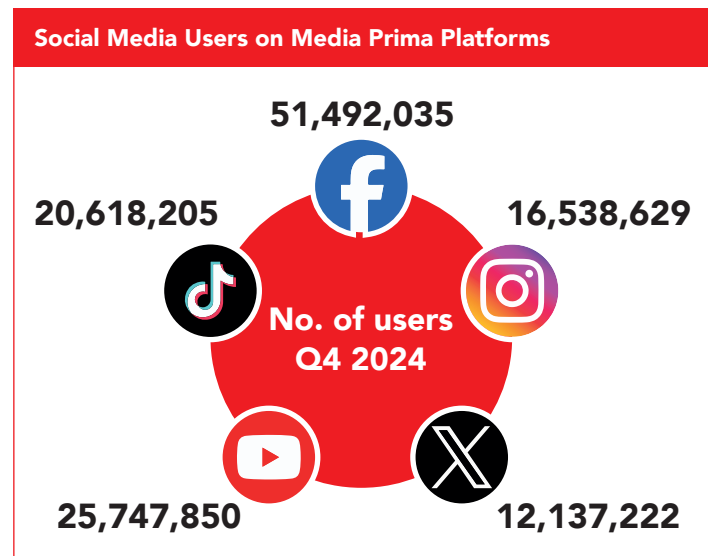
Tonton’s success is attributed to its captivating mix of local and international content, notably its original productions like ‘Perempuan Ilmu Hitam,’ ‘Kuih Mueh,’ and ‘SeOfis,’ which have resonated deeply with Malaysian audiences. Heroine of Tonton Original Series ‘SeOfis,’ Siti Saleha, won ‘Outstanding Asian Star (Malaysia)’ at the Seoul International Drama Awards 2024. Additionally, the platform’s strategic early release of popular TV drama series on SVOD (subscription video on demand) not only boosted subscription rates but also maintained strong TV ratings, highlighting the popularity of our content across multiple platform and demographics.

Beyond compelling content, Tonton’s dedication to technological advancements and user-centric design has significantly enhanced viewer satisfaction. This past year we’ve worked to make our content accessible on a wider range of devices to ensure more Malaysians are able to consume their favourite content.

Looking ahead, Tonton is poised for continued growth and innovation. Our initiatives include strategic partnerships with multiple payment providers including e-wallets to simplify

subscriptions, launching our Addressable TV to offer new and exciting inventories for our advertising partners and implementing new features to deepen user engagement. With a steadfast commitment to understanding and meeting the needs of Malaysian audiences, Tonton is well positioned to maintain its leading role in the evolving landscape of digital entertainment.

We are also strategically expanding our reach by investing in the success of our content across various social media platforms. This approach is proving to be highly effective, as evidenced by the new generation of audiences for our brands. These results clearly demonstrate that our core brands continue to hold strong appeal among younger audiences.



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### FOCUSED ON GROWTH

Our growth strategy is anchored on targeted investments in high-growth media platforms that will propel us forward. This includes our digital publishing powerhouse, REV Media Group (“REV”), which continues to redefine reach and engagement through strategic partnerships and award-winning content that resonates deeply with its ever-growing audience.

Meanwhile, our out-of-home (“OOH”) advertising arm, Big Tree, is accelerating its digital expansion, embracing cutting-edge technology and premium advertising solutions to maintain its leadership position in the Malaysian OOH market. Digital OOH advertising is projected to experience robust growth, driven by technological advancements and more engaging ad formats.

Wowshop, Malaysia’s leading lifestyle TV home shopping channel, possesses the potential to realise new opportunities within the e-commerce landscape by personalising the shopping journey and embracing social commerce and live streaming. With positive results and a commitment to providing a seamless shopping experience, we are confident that Wowshop will return as a sustainable business.

This focus on digital expansion, innovation and commerce fuels our ambition to not only navigate the evolving media landscape but to lead it through investments in advanced technology, strategic partnerships, and groundbreaking creative solutions that deliver exceptional value to our audiences and partners.

### Pioneering Digital Excellence

In December 2023, REV celebrated a groundbreaking achievement, surpassing 100 million total social media followers across its diverse portfolio of over 35 beloved brands. This remarkable growth, largely driven by a surge of 14% increase in TikTok followers, solidifies REV’s position as the undisputed leader in the Malaysian digital media landscape.

REV’s dominance is further underscored by its top rankings in Comscore’s May 2024 reports. The company secured the top spot for mobile content in Malaysia, boasting 8.3 million mobile users, and ranked among the Top 10 Malaysian Digital Platforms with 9.7 million monthly active users. These figures highlight REV’s strong connection with the Malaysian audience and its ability to deliver engaging content across various platforms.

Strategic partnerships have been instrumental in REV’s continued success. We partnered with international platforms to expand content distribution and fostered local collaborations to enhance user experience, expand first-party data, and deliver more personalised content to our audience. These include collaborations with LUMI News to expand audience reach, a partnership with Meta to train internal creators, and showcasing REV’s SPARK Creators at the inaugural TikTok Awards and on NSTP’s news platforms. These initiatives demonstrate REV’s commitment to fostering talent and delivering engaging content across various channels.

REV’s brands have received accolades for their outstanding performance in various categories, including Rising Star, Best Digital Publisher of The Year, Best Integrated Media Campaign, and Best Use of Content/Advertorial/Native Advertising. These achievements underscore REV’s dedication to innovation and its ability to engage audiences effectively across multiple platforms. Looking forward, REV will continue to lead and innovate in the digital media landscape by forging new synergies, extending its reach, and leveraging data-driven insights to drive growth.



The REV Media Group team celebrates winning the Best Digital Publisher of the Year (Silver) at the Malaysia Digital Awards 2023, recognising their role in advancing data and content in digital media.

### Operational Highlights



Surpassed  
**100 million**  
total social media  
followers for over  
**35 brands**  
under REV



**8.3 million**  
REV mobile users  
- Top spot for mobile  
content in Malaysia

**Transforming Out-Of-Home Advertising**

With a 30-year legacy in out-of-home (“OOH”) advertising, Big Tree has consistently strengthened its market position through organic growth, innovation, technology, and data-driven strategies.

Our commitment to premium digital advertising is evident in recent expansions. We launched CuBig @ Jelutong Expressway, marking our first digital presence on a major Penang expressway. In the Klang Valley, we furthered our digital footprint with the Digital Tower Series @ Persiaran Surian and Jalan Cheras. These strategic moves underscore Big Tree’s dedication to providing top-tier digital advertising solutions.

We maintain a competitive edge through asset optimisation, removing underperforming assets and securing key concessions in high-traffic locations. Our focus on innovation and technology is evident in our diverse, high-quality advertising offerings, incorporating dynamic features like ultrasonic sensors and projection mapping. A partnership with Vistar Media for programmatic solutions further enhances our capabilities.

Big Tree’s innovative approach shines through our creative campaigns. Dr Chong Clinic’s New Year’s countdown, screened in real-time on the iconic CuBig @ KLCC Junction, was an anamorphic display with audio, creating a synchronised heartbeat with the city, counting down to midnight. Our multisensory Wonda Coffee campaign transformed an LRT train ride into a memorable brand experience, complete with external branding, coffee aromas, QR code offers, and signature music.

Sustainability is also a priority for Big Tree. Our newly refurbished digital sites feature energy-saving LED technology, potentially reducing energy consumption by 25%. This commitment not only aligns with our environmental goals but also decreases operational costs.

Looking ahead, Big Tree is poised for a bright future. We will expand our digital OOH assets, foster strategic partnerships, and prioritise meeting client needs. Our dedication to innovation and delivering premium advertising solutions will further solidify our position as a market leader in Malaysia’s OOH landscape.

**Innovating the Home Shopping Experience**

Malaysia’s e-commerce market is booming, and we are uniquely positioned to capitalise on this growth. Our deep understanding of our audience’s preferences and shopping habits is fueling the evolution of Wowshop, Malaysia’s leading lifestyle TV home shopping channel.

We are personalising the shopping journey, offering tailored recommendations and exclusive deals that cater to individual tastes. Additionally, we are leveraging the power of social commerce and live streaming to create immersive and interactive shopping experiences that engage and excite our customers.

Wowshop’s popular WOW Dah Gaji programme, featuring special deals and live performances, achieved record-breaking sales in January 2024, further solidifying its position in the market. This cements Wowshop’s position as Malaysia’s leading TV shopping platform.

Our commitment to offering unique and high-quality products is evident in Wowshop’s recent partnerships and launches. We partnered with LE NONA to launch the exclusive ‘Enchanted Bloom’ premium bedding collection. Additionally, the introduction of the LE NONA 46cm Jumbo Rose Wok combines Asian culinary tradition with a unique and elegant design, providing customers with innovative and aesthetically pleasing products.



Big Tree aims to expand its digital OOH assets, foster strategic partnerships, and prioritise meeting client needs.

In April, Wowshop celebrated its 8th anniversary with the ‘WOW Dah 8: Rancak, Kekal Bersama’ campaign, rewarding loyal customers with RM288 credit vouchers and a gold bar. Furthermore, the platform launched its TikTok account, providing another convenient and engaging way for customers to connect with Wowshop.

Moving forward, Wowshop will transform its business model, focusing on higher-margin products, exclusive in-house brands, and innovative sales strategies. This includes thematic campaigns, new product launches, and a comprehensive media solutions package. The company will optimise sales channels by leveraging digital platforms and emerging trends, while prioritising engaging content and a seamless shopping experience across all platforms. Results have been positive and we are cautiously optimistic that Wowshop will return to profitability in the near future.

**THE NEXT STEP**

Despite a challenging economic environment marked by soft consumer sentiment and inflationary pressures, Media Prima demonstrated resilience, achieving a revenue of RM844.0 million for FY24. The Group recorded a normalised profit after tax (“PAT”) (excluding exceptional items) of RM30.5 million, driven largely by enhanced operational efficiencies, venturing into untapped markets and effective cost management. Our performance shows that Media Prima has not only weathered the storms of uncertainty and disruption, but has emerged stronger.

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There were several notable achievements for the year. Our commitment to defending our competitive advantage is evident in the strong performance of our broadcasting segment which recorded a revenue of RM376.4 million\* driven by a strong performance from Media Prima Audio. Meanwhile, in publishing, The New Straits Times Press segment also delivered encouraging results, driven by robust performance in newspaper advertising, printing, and distribution streams. This translated into a segment revenue of RM120.7 million\* for FY24.

Amid a challenging environment, REV cemented its position as a leader in the Malaysian digital media landscape while sustaining a revenue of RM104.4 million\* in FY24 against the previous period. Big Tree achieved a revenue of RM121.4 million\*, fueled by the strategic rollout of several new digitised sites, showcasing the Group's commitment to innovation and adapting to evolving market trends. In the face of competitive consumer shopping space dominated by larger e-commerce and social commerce platforms, Wowshop generated a revenue of RM85.3 million during the financial year.

Tying it all together, OMNiA's client-centric approach and focus on innovation have solidified its market leadership, posting a full year revenue of RM689.4 million. Through collaborations with major brands, strong SME support, and successful events like Karnival Jom Heboh, OMNiA continues to deliver exceptional value to clients and partners.

#### Generative AI: Breathing New Life into Traditional Media

Media Prima is at the forefront of AI innovation in the media industry. Since pioneering predictive AI with our REV ID initiative in 2020, we have continued to leverage AI to drive transformation and growth. In 2023, our radio team introduced DJ Aina on Fly FM as Malaysia's first AI radio DJ.

AI has been instrumental in streamlining our video and article creation processes, enabling us to produce more diverse content at a faster pace. This increased efficiency and scalability have translated into higher viewership numbers, demonstrating the tangible impact of AI on our content reach.

We also harness the power of AI to create personalised content experiences, enhancing user engagement and driving conversions. Additionally, we are utilising AI to generate articles specifically tailored to resonate with the next generation of media consumers, ensuring our content remains relevant and engaging.

AI is not only optimising our existing operations but also fueling our innovation efforts. We are actively developing new products and content formats, including the incorporation of structured data like timelines and brand integrations. These initiatives are opening doors to exciting new business models and revenue streams.

Media Prima's commitment to AI extends beyond simply keeping pace with technological advancements. We are actively shaping the future of media, leveraging AI to deliver exceptional value to our audiences and partners. Our journey with AI underscores our dedication to innovation, growth, and leadership in the ever-evolving media landscape.

#### Moving Forward

Amid the ongoing advertising market's susceptibility to economic and geopolitical uncertainties, the financial year ending 30 June 2025 presents considerable challenges. Nevertheless, the Group remains committed to maintaining its performance across all platforms and optimising operational efficiencies.

This approach aligns with our 3-year business plan, guided by three growth pillars — enhancing content quality, premiumising inventory, and exploring new revenue streams. This strategic roadmap reflects our dedication to consistently delivering value to shareholders, solidifying operations, and leveraging our strengths as an integrated media group.

#### THANK YOU!

The media landscape of today is a relentless test of adaptability, where only the most agile and innovative can thrive. Media Prima has not merely survived these trials—economic headwinds, shifting consumer tides, and the seismic upheaval of digital disruption—we have emerged stronger, our resolve hardened, our vision clearer.

We've transformed challenges into opportunities, harnessing innovation to forge new paths and reach new audiences. Our strategic investments in digital platforms, our unwavering commitment to quality content, and our deep connection with the Malaysian community are the pillars upon which our continued success is built.

I extend my heartfelt gratitude to our shareholders, whose unwavering belief in our vision fuels our journey. To our employees, whose talent and dedication are the lifeblood of our organisation, I offer my profound admiration. And to our stakeholders and partners, thank you for your invaluable collaboration and trust.

We are not only navigating the currents of change; we are determined to chart our own course, driven by a passion for informing, educating, and entertaining. As we embark on this next chapter, our focus remains steadfast: to invest in our people, to elevate our content, and to harness the power of technology. With a talented team, iconic brands, and a legacy of trust, Media Prima is poised to not only endure but to lead in the ever-evolving world of media.

Thank you for your continued support.

**Mohd Rafiq bin Mat Razali**  
Group Managing Director

\* The revenue figures for the above segments are presented before inter-segment eliminations.